



Mother's

- Suit, Page 64.....\$7.75
Hat, Page 101.....1.59
Sweater, Page 71...1.39
Bag, Page 113.....2.95
Gloves, Page 118....1.79

Daughter's

- Suit, Page 289....\$2.98
Hat, Page 291A....1.00

CHICAGO

FALL AND WINTER 1940-41

SEARS, ROEBUCK and CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

THIS GREAT NEW CATALOG OPENS "THE STORE FOR WOMEN" WITH

Hand-Loomed American Tweed

FROM KENTUCKY—IN A COAT OF ENDURING FASHION—
AND A CLASSIC SHIRTFROCK OF BOTANY ALL WOOL FLANNEL



We searched America for the finest hand-loomed tweed to put into this coat. We tested, compared, gave careful specifications. Finally we found what we wanted—in Kentucky, where trained craftsmen, proud of their skill, make this wonderful fabric of the finest Australian Virgin Wools mingled with the best wools America produces. Thread by thread their clever fingers form the patterns, blend the colors. We contracted for thousands of yards of this superb fabric to be exclusive with us—thus we are able to offer this record-breaking low price. Such a coat, in such a fabric, wears for years, *never* goes out of fashion. Well designed, beautifully man-tailored, with merit in every stitch, it is a coat to cherish, a coat handsome as well as hardy, in flawless taste. We've teamed this coat with a Botany All Wool Flannel dress of similarly classic, enduring fashion.

THE COAT—Man-tailored, of our finest quality. In hand-loomed 100% Virgin Wool Kentucky Tweed. Back vent. Lined throughout with Earl-Glo Rayon Menswear Twill, guaranteed for two years. Warmly interlined. *Colors:* Brown with Blue Heather Mixture or Medium Gray Mixture. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color. See Size Scale on Page 12.*

17F7466—Shpg. wt., 4 lbs. 9 oz. **\$15⁹⁸**
52 Down and 52 Monthly on Easy Terms.

THE DRESS—Absolutely top quality in a new version of the American classic shirtwaist dress. Of Botany All Virgin Wool Flannel, famous American quality make. Notched collar, new length sleeves, real pockets in skirt, bone buttons. Crown zip placket. *Colors:* Cadet Blue, Bright Red or Pastel Gray #79. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size and color.*

31F8985—Shpg. wt., 1 lb. 10 oz. **\$7⁹⁸**
See Misses' Size Scale Shown on Page 44C.

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.

SAVE TIME WITH SEARS HANDY "STORE-DOR" INDEX TABS

Order the Dress to Go With the Coat Above; the Hat, Page 106; the Gloves, Page 118; the Scarf, Page 100; the Shoes, Page 112... Easy Terms Are Available. See Inside Back Cover

Your new catalog makes shopping easier than ever. There are ten "Store-Dor" tabs to guide you in finding the merchandise you want. Here, at your fingertips, is a complete store for every member of the family, for the home, for the farm—and for everything you'll want to buy this Fall and Winter. For index and information on how to order, how to measure your size, how to send money and figure shipping charges, just turn

to the tenth "Store-Dor" tab. Preceding the index section in back of book, you will find the Sears exclusive Color-Graph, to which numbers after color names refer.

The ten tabs, which you can paste in place in a few moments' time, are your permanent index to each of the ten stores. With a quick flick of your fingers, you can find exactly what you want. This Fall, Sears-Roebuck make mail-order shopping delightfully easy.





The Important Fur Jacket

**FASHION RIGHT—IN GUANACO DYED A BLUE FOX SHADE—
LOVELY OVER A PASTEL LIGHTWEIGHT WOOLEN FROCK**



The short fur jacket, young, practical, becoming, has joined the top ranking coat classics within the last few years. When we set out to find the best all-round fur coat to represent enduring style and Sears-Roebuck value we chose Guanaco—the fur of the South American animal resembling the llama. A long-haired, deep soft fur, it is tremendously smart, wears well and is warm, yet light in weight. It is expertly dyed a tawny taupe, the color of blue fox, becoming to every wearer. Note how ingeniously the fur is worked into spirals on the sleeves, straight panels in the body and the very new loose Tuxedo front that forms muff pockets at either side. Wear it all the year round, all the clock round, over any clothes. It is particularly effective with the dress of pastel wool shown here—a quality frock emphasizing the new lighter tones in fine woollens. It is beautifully detailed, pretty enough for your proudest occasion.

FUR JACKET—Rayon Satin lining guaranteed for 2 years; interlined. Rayon Satin scarf included. *Color:* Blue Fox-dyed Guanaco. *Misses' Size Range:* 12, 14, 16, 18, 20 only. Length, abt. 24 in. *State size;* Size Scale, Page 12.

17F7740—Shpg. wt., 3 lbs. 5 oz. Cash **\$39.95**
\$4 Down and \$1 Monthly on Easy Terms.

In Blue Fox-Dyed Alpine Lamb—Style as above but with fur in straight lines on sleeves, joined by Rayon grosgrain bands. *State size.*

17F7742—Shpg. wt., 4 lbs. Cash **\$29.95**
\$3 Down and \$4 Monthly on Easy Terms.

PASTEL DRESS—There's a dressy look to its molded hipline, flare skirt, corded tucking at shoulders. You'll admire the flower shaped quilted pockets, the belt of self material with bright metal studs. Of our best quality All Wool Ripple Crepe. Crown zip placket and back neck closing. *Colors:* Aqua Blue, Pastel Rose, Pastel Green or Pastel Beige. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *Be sure to state size and color when ordering;* see Size Scale on Page 44C.

31F6975—Shpg. wt., 1 lb. 8 oz. **\$5.98**
Easy Terms on Any Order of \$10 or More.

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.



ALL 100,000 ITEMS IN THE CATALOG CARRY THIS GUARANTEE

We guarantee to save you money.

We guarantee to satisfy you.

We guarantee that every article in this catalog is honestly described and illustrated.

We guarantee that any article purchased from us will give you the service you have a right to expect.

If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want or will return your money, including any transportation charges you have paid.

Sears, Roebuck and Co.

See Page 11 for Information on special Fur Coat Booklet. Why Not Take Advantage of Sears Easy Payment Plan to Buy One of These Jackets. Buy the dress, the hat, Page 101; the gloves, Page 118; the shoes, Page 219; the necklace, Page 164! See Inside Back Cover for Sears Easy Payment Plan.

This famous iron-clad guarantee is more than half a century old, the very first money-back guarantee ever made by a store to its customers. It is simple, brief, straight-forward, unpretentious. This is our pledge to you, and the sound basis upon which Sears-Roebuck's business is built. You may buy with confidence; the guarantee protects you completely; it is your assurance of savings, service, and satisfaction.

Silver Fox Stole Coat

THE PERFECT BLACK COAT WITH A SEPARATE SILVER FOX SCARF
... WORN WITH A DRESSY FROCK IN THE NEW AUTUMN PASTELS



Our very best coat, designed to be your very best... this beautiful black fitted model will always be in good taste, always in good style and it is a brand new fashion. Quality is its keynote—from the fabric, a handsome All Wool Worsted Bouclé made by the famous Pacific Mills, to the superb Silver Fox fur, which form its separate stole scarf. You can wear the coat at any time without fur—it is complete

in itself. In cold weather wrap the stole about your shoulders and have the richest, most becoming fur-trimmed coat you've ever worn. The scarf is of magnificent natural Silver Fox—dusky dark, long-haired, lavishly sprinkled with frosty white—rich long tails in front, heads joined in back. Wear it with dresses, suits, other coats. Quality also distinguishes the dress—a definitely dressy type, softly feminine, in a luxurious Rayon fabric, with a new long-line molded look.

BLACK COAT AND SCARF—Coat of All Wool Worsted Bouclé. Rayon crepe back satin lining, wool interlined. *Color: Black. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size: Size Scale, Page 12. Separate twin-effect scarf of Silver Fox is Rayon Satin lined.*

17 F 7468—Shpg. wt., 6 lbs. 10 oz. **\$57.00**

17 F 7469—Coat alone, without Silver Fox Scarf. Shpg. wt., 5 lbs. **\$16.98**

In All Wool Black Dressy Coating with Separate Twin-effect Dyed American Gray Fox scarf dyed to resemble Silver Fox. Same size.

17 F 7470—Shpg. wt., 6 lbs. 10 oz. **\$29.95**

Above Garments Are Available on Easy Terms.

YOUR DRESS-UP DRESS—Traditional in the American wardrobe is the "best" dress, reserved for special occasions when you want to look your best. This is the newest version—with its new low hipline, shell tucking back and front, many tiny buttons, full flaring skirt. The shoulder bouquet and buttons are of the dress material, Crepe Ariel, a rich Rayon Alpaca-type fabric. Crown zip placket and back neck closing, tie back sash. A quality dress at a remarkably low price. *Colors: Pastel Rose, Pastel Blue or Black. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color: Size Scale, Page 44C.*

31 F 8980—Shpg. wt., 1 lb. 6 oz. **\$6.98**

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.

EVERYTHING IN THIS CATALOG CAN BE BOUGHT ON EASY TERMS

Have a complete new Fall and Winter Wardrobe... for hats illustrated see Pages 101 and 102; shoes, Page 216; hosiery, Page 124; gloves, Page 118; bags, Page 114.

Why wait, why wish for the good things of life? With Sears Easy Payment Plan, you can have what you want when you want it and when you need it most. No longer need you buy piecemeal. If you have cash in hand, so much the better. If you have not, you may pay out of your income, budgeting your payments over a convenient space of time. \$2 down and \$2 a month will buy as much as \$17 worth of merchandise; \$5 down and \$5 a month will buy as much as \$57.50. In addition to Sears low cash prices, you pay only a fair carrying charge, a sum so small you'll realize how thrifty and sensible it is to pay by the month.

Plan your spending; get the big things, the better things you need now. Why not use your credit to enjoy life, to save money, to make money. An up-to-date tractor may mean a bigger, better crop at harvest time; a cream separator may pay for itself in extra profits; a good paint job saves money on repairs.

Easy Terms are available on any order of \$10 or more. Build up your order; add the extra things you'd like; take advantage of the savings offered when you buy more than one item of a kind. See the Inside Back Cover for the simple instructions on Easy Payment ordering. Sears can also help you get an FHA Loan.





The Hooded Polo Coat

1941 MODEL OF A CLASSIC AMERICAN FASHION—SHOWN
WITH A SMART, YOUNG TWO-PIECE CLAN PLAID OUTFIT



Polo coats are as typically American as automobiles and they've been in fashion about as long. Likewise, every year a new model makes its debut. You'll find polo coats in Sears catalogs as far back as 1911, every year marked by some change in detail. Here's the 1941 model for American youth—combining new charm with a new record for value in a coat of this type. The details that date it 1941 are the shirred yoke back, wrap-around belt, double breasted closing, and above all, the detachable fur-trimmed hood, to frame a pretty young face with new glamour. We show it with a new blouse-and-skirt outfit in a bright Clan Plaid, for polo coats and plaid go together beautifully. Buy the outfit with the cute matching "beanie" cap.

THE POLO COAT—Glamorous young version of this beloved classic with detachable hood, wrap-around belt, yoke back, skirt fullness gathered at waistline on elastic, detachable hood bordered with Beaver-dyed Coney fur. Of finest quality All Wool Fleece, Earl-Glo Rayon Satin lining, guaranteed 2 years. Interlined. Colors: Polo Tan, Grape Wine 467, Teal Blue 664. State size and color. Shpg. wt., each, 3 lbs. 3 oz.

17 F 7472—Misses' Size Range: 12, 14, 16, 18, 20 only. Size Scale, Page 12. Cash **\$13.98**

17 F 7679—Juniors' Size Range: 11, 13, 15, 17, 19. Size Scale on Junior Jury pages. Cash **\$13.98**

\$2 Down and \$2 Monthly on Easy Terms

PLAID FOR JUNIORS—Blouse, zipped at back neck closing and side, fits sleekly, has new push-up three-quarter sleeves, detachable white Rayon Bengaline collar. Skirt pleated front and back, zipped placket, leather belt. Made in regular length but you may wear it shorter as illustrated. Of fine Half Wool balance Rayon. Colors: Clan Wallace Plaid, as shown; Clan Farquharson Plaid (Navy Blue and Dark Green). Juniors' Size Range: 11, 13, 15, 17, 19. Be sure to state size and choice of Plaid; Size Scale on Junior Jury pages. Blouse length about 21 inches. Shipping weight, 1 pound to ounces.

7 F 3601—Two-piece outfit **\$4.98**

7 F 3625—Outfit with matching "beanie" hat **\$5.98**

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.

SPECIFICATION BUYING IS YOUR PROTECTION

The Sears-Roebuck catalog is a book of facts. It tells you everything you want to know about the merchandise you buy, everything you need to know to check values, compare qualities, and get the most for your money. Sears Specification Buying is your value-insurance. For example, above Polo Coat with these important specifications:



ALL WOOL FLEECE FABRIC of our finest quality . . . warm, strong, and very good looking.



INTERLINED . . . for extra warmth — assures weather protection without great bulk.



GUARANTEED Earl-Glo Rayon Satin lining—guaranteed to wear at least two full years.



FULLY TAPED at points of strain . . . buttons sewn through tiny buttons at back, for extra wear.



The Wide Acceptance of Merchandise Offered in the Sears-Roebuck Catalog Is Evidenced by the Selection of All the Furnishings in the FHA Homes for the Typical American Families at the 1940 World's Fair Exhibit in New York.

Fur Coat Favorites

Buy Them at Sears-Roebuck

We could have offered you fur coats for less money, but not with this fine quality and workmanship. Our famous promise protects your purchase . . . Satisfaction Guaranteed or your Money Back!

Available on Easy Terms

Only \$2.50 down on the lowest priced fur coat; \$10. down on the finest shown here! See Inside Back Cover for details.

② Yoke-Back Swagger Coat

Sable-dyed Minkral Fur Mink-dyed Coney Fur

\$119.00
Cash
\$10.00 Down

\$39.98
Cash
\$4.00 Down

Presenting a wonderful coat that combines the two great style hits of the fur season . . . striped furs and the yoke-back swagger silhouette. These subtle stripes add to the glory of the fur and bring regal height to the wearer! Shoulders are smartly squared. New smaller collar is convertible. Coat buttons, handsomely and snugly, at throat and waist. Neck ruching, windshield cuffs and under-arm shields. About 43 in. long. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color; see Size Scale, Page 12.*

In Our Fine Quality Sable-dyed Minkral Fur Long top-hair and heavy under-fur give coat remarkable wear; striped tones remind you of precious Sable! Exceptional investment in service, satisfaction, beauty! Lined in our best quality Rayon Satin Brocade; guaranteed to wear two years. Warmly interlined. Shpg. wt., 7 lbs. 17 F 7728—Brown. \$10. Down. Cash \$119.00

In Our Fine Quality Mink-dyed Coney Fur This soft gleaming fur is reinforced on back of each skin with Stay-Skin process to insure durability. We guarantee coat against rips for one year! Skins are carefully matched, beautifully blended, toned to remind you of sumptuous brown Mink . . . or dyed deep gray silver-tone. Earl-glo Rayon Satin lining; warm interlining. Shipping weight, 6 pounds.

17 F 7730—Brown or Gray. \$4. Down. Cash \$39.98

① Boxy Swagger Coat

Our Best Coney Fur
\$59.98
Up-Cash
\$4.00 Down

Our Good Coney Fur
\$39.98
Cash
\$4.00 Down

This boxy swagger coat is becoming to everyone, right for dress-up and every-day, famous for warmth and service. Its smart straight lines are tempered by a gentle flare in the back. Square shoulders; bell-shaped sleeves with inner-cuffs. Convertible collar; neck ruching. Slot pockets. Quality and workmanship are outstanding at these prices. Each pelt is hand-picked; skin backs reinforced at vital points with Stay-Skin process to guarantee against rips for one year!

Misses' Size Range: 12, 14, 16, 18, 20 only. *Size Scale, Page 12. Women's Size Range:* 40, 42, 44 only. *Size Scale, Page 24. State size, color.*

Our Best Empress Quality Black Seal-dyed or Brown Beaver-dyed Coney Fur. Full-furred pelts have superb luster. Fine quality brocaded Rayon Satin lining guarantees two years wear; warm interlining. Shipping weight, each, 7 lbs. 17 F 7725—Black or Brown. *Women's and Misses' Sizes as above.* \$6. Down. Cash \$59.98

17 F 7727—Black only. *Stout Size Range:* 45, 47, 49, 51 only. See *Size Scale on Trimline pages.* \$6.00 Down. Cash \$69.98

Good Quality Black Seal-dyed or Brown Beaver-dyed Buck Coney Fur. Fine quality Rayon Satin lining guarantees two years wear; interlined. Shipping weight, each, 7 pounds. 17 F 7726—*Women's, Misses' Sizes as above.* (No stout sizes) \$4. Down. Cash \$39.98

② In Sizes for Misses, Women and Stout Women

① In Misses' Sizes

Fur Chubbies

The New Short Cut to Style!

Smart in either length... To your knee or to your hip. Wear them with everything... everywhere... most of the year and use one for extra warmth, over coat, suit or snap-skirt.



A

B

Chum for Your Chubby Jacket

This coat is a beauty all by itself, or perfect under a fur jacket! It is gored to mold your waistline and flare at hem. Convertible collar. One breast pocket is real, three are make-believe. Pocket in lining inside tie at waist. Fine quality *Nordic-Knot* Boucle, with smoother surface, smaller tufts. 35% Wool, balance rayon and rich Rayon. Good quality Rayon Satin lining guarantees 2 years wear. *Unshirring* *Misses' Size Range* 12, 14, 16, 18, 20 only. *State size color*. *Size Scale*. Page 12. *Shpg. wt.* 4 lbs. 11 oz. 17 F 7492 Black or Dark Wmr 417 \$2 Down Cash \$10.98

\$10.98
Cash
\$2 Down

Dressmaker Suit... Botany all Wool

A fashion-partner for your fur chubby... or a great success worn alone as shown. Wonderfully becoming suit has now darted hip-yoke that releases easy to dress above waistline. Fastens with expensive bow-buttons, inspired design. New slot pockets. Gored skirt. Crown top placket. In *Bevany* Woolen Jacket lined in fine swishy Rayon Taffeta. *heart* included. *Misses' Size Range* 12, 14, 16, 18, 20 only. *Suite size, color*. *Size Scale*. Page 22. *Shpg. wt.* 2 lbs. 17 F 7502 Black, Navy Blue or Cadet Blue 575

\$8.98



Best-Beloved Chubby

This wearable chubby hugs everything you own warmly and handsomely. Good quality *Coney* fur choice of colors. Hangs nicely, glitters luxuriously. 4-inch-long *Shoulders* are handsomely shaped. Chain ornament fastens into over collar. All reinforced by Stay-Skin process and guaranteed against rips for one year. Lined in good quality Rayon Satin, warmly interlined. *Misses' Size Range* 12, 14, 16, 18, 20 only. *State size, color*. *Size Scale*. Page 12. *Shipping weight*, each, 3 lbs. 8 oz. 17 F 7734 Mink-dyed Brown Coney 17 F 7739 Black Coney. Ea. \$19.98

\$19.98
Cash
\$2.50 Down

Greatcoat or Chubby

Dashing new fashion... the 36-inch greatcoat of long-haired fur! Proved for value, presented in our best quality *Manhattan* Wolf-dyed Dog. Fine quality Rayon Satin lined, interlined. *Fair* Black only. *Misses' Size Range* 12, 14, 16, 18, 20 only. *State size, color*. *Size Scale*. Page 12. 17 F 7734 Shpg. wt. 6 lbs. 4 oz. \$5 down Cash \$45.00 26 in. Chubby lined, interlined as above. *Shpg. wt.*, ea., 5 lbs. 2 oz. Fine Wolf-dyed *Manhattan* on Dog. Black. 17 F 7735 - 17 F 7736 - \$3 Down Cash \$29.98 \$55.00

Snap Skirt

Gored skirt to wear over your dress. Wrap it around, fasten the snap, and your chubby becomes a full-length coat. Our best quality All Wool Cheviot. *Misses' Size Range* 12, 14, 16, 18, 20. *State size*. *Size Scale* on Page 22. *Shipping weight* 15 ounces. 7 F 3402 Black \$3.98

\$3.98

FREE Book of Fur Styles and Fur Information. To get yours, paste coupon on postcard and mail to our nearest mail order house or request Fur Book 706F on your next order to Sears. Twenty-four pages of thrilling new fur fashions, for irresistible value. Also tells how to choose jackets, chubbies, neck-means... all priced furs... expert methods of caring for furs.

Send coupon in a separate page. This book will be mailed about August 1, 1934.

Numbers after your names refer to the Graph. How to order will appear on back of book.

C. PAGE 11 COATS

SEARS, ROEBUCK AND CO.
Please send me new FREE Fur Book 706F

Name _____
Street _____
Address _____
Please give both your Route and Box No. on Rural Route.
Post Office _____ State _____



\$12.98

Cash \$2 Down

In Our Best Quality
Wool-and-Camel Hair

All Wool-and-Camel Hair Coats

Classics in a rich fabric famous for warmth without weight
Linings guaranteed to wear two years, fully interlined

① **Movie Heroes** were first to wear this new polo coat—women were quickly adopted it. Now we bring you the 11-pocketed (5 priced for value) No buttons, just a wrap-around closing, tied with belt. Back fullness held in place by hand-stitched waistline. Patch pockets, button trimmed. Handsome fabric blends 66% Wool with 35% lustrous Camel Hair, Earl-Glo Rayon Satin lined.

Measure Size Range: 12, 14, 16, 18, 20, 22. **Colors:** Dark Blue, Dark Wine, 41" in. **Shipping wt. 4 lbs. H. 12.98**

② **Regulation Polo Coat**... well-known name! The "Boy Coat" because it has been so popular for a long time. It's simple, straight, as a rule in front and back, has two-reel revers, single-breasted closing, and welt seam down center back. Wide sleeves, patch pockets. Magnificent fabric is our best quality Camel Hair and Wool, 50% each. Earl-Glo Rayon Satin lined.

Colors: Polo Tan 329, Black. **Measure Size Range:** 12, 14, 16, 18, 20, 22. **Shipping wt. 4 lbs. H. 12.98**

③ **Back-Belted Beauty!** This fitted polo coat is being worn by everyone—so stylish, ever where. Belting—same as its body of the Earl-Glo Rayon Satin smart, quick, close, usually found only on high-priced coats. They fasten the front, trim the back belt and call all eyes to admire your Rich, warm fabric blends 65% Wool with 35% Camel Hair. Lined in Earl-Glo Rayon Satin.

Measure Size Range: 12, 14, 16, 18, 20, 22. **Shipping wt. 4 lbs. H. 12.98**

It is worth-while to MEASURE for a Good Fit

Have someone else measure you. Don't guess your size. Take measurements on the day you order at ALL fig. use points in size range. Measure over underwear. Head, up right, so it presses gently into your flesh. Measure Bust around fullest part. Measure Waist around smallest part. Measure Hips around fullest part. Measure Neck around fullest part. Measure Armholes around fullest part. Measure Sleeve length from shoulder to wrist. Measure Cuff length from wrist to end of sleeve. Measure Length from collar line of your dress to garment hem. When you have taken these measurements find your size in the nearest size range. For all sizes in the Measure Size Range as shown below, or in the shorter Women's, or in the Women's or Junior's Size Ranges shown on other pages. Then check with merchandise description. If garment you order is to be sure it fits in your size range. Your size is determined by actual body measurements. Make no allowances. Whether ordering a new or a second garment. If you are between two sizes, order the smaller size.

Size	2	4	6	18	20	22
Bust	30	32	34	36	38	40 in.
Waist	24	26	28	30	32	34 in.
Hips	30	32	34	36	38	40 in.
Coat length	42 1/2	43	44	44 1/2	45	45 1/2

Same Styles, in Our Best Quality All Wool Floor Fabric

—Tailored with the same lining, interlining and workmanship. State color

④ 17 F 7403 Polo Tan 329, Dark Wine 41" in. **Shipping wt. 4 lbs. H. 12.98**

⑤ 17 F 7402 Polo Tan 329, Dk. Teal Blue 41" in. **Shipping wt. 4 lbs. H. 12.98**

⑥ 17 F 7408 Polo Tan 329, Navy Blue 41" in. **Shipping wt. 4 lbs. H. 12.98**

—For numbers refer to Color Graph in How to Order section at back of book

The New *Miss America* is Two Coats in One
Right for Winter... Light for Fall and Spring!
Removable lining Zips up when it's cold and

Right for Winter...Light for Fall and Spring!

Removable lining Zips in when it's cold and

Zips out when the weather is warmer



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With design.
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2 years

Choice of Four Qualities... Every One All Wool

The coat name, Miss America, is famous from New York to Hollywood because each new coat is becoming to everyone — and right for almost any occasion. Now we present an *All-Season* Miss America . . . with magic detachable lining of fine All Wool Flannel from neck to hem, and this lining has a yoke lining of fine Rayon Twill to make coat slip on easily. Sewn in the coat itself is a full lining of our best Rayon Twill.

guaranteed to wear two years. The coat with this wonderful feature is completely new in style—exquisite in quality and spectacular in its value. It closes with five handsome leather buttons. Two more buttons fasten large rounded patch pockets. Youthful collar is convertible. Raglan sleeves are new 1941-type, with padded square shoulder line. Slot-seam back has vent opening at bust. Button tab closes bottom front of coat.

In All Wool Fleeces

[illegible]

In All Wool Tweed

Our sturdy and
city All Wool Mer
cureline pat
tern on "Two"
Beaked with little
hints of every bright color. This
fabric has a soft texture and a re-
sponds young wear. Fabrics is not
all stars.

2 sizes: Wide Mixture or Medium
Isse Mer. M size: Size 40-42
11 1/2 x 18 1/2" wide whole
dye. 4 oz. See Size Section Page 14
Shipping weight, 4 lbs. 8 oz.

17 P7412 \$13.98

In All Wool Tweed

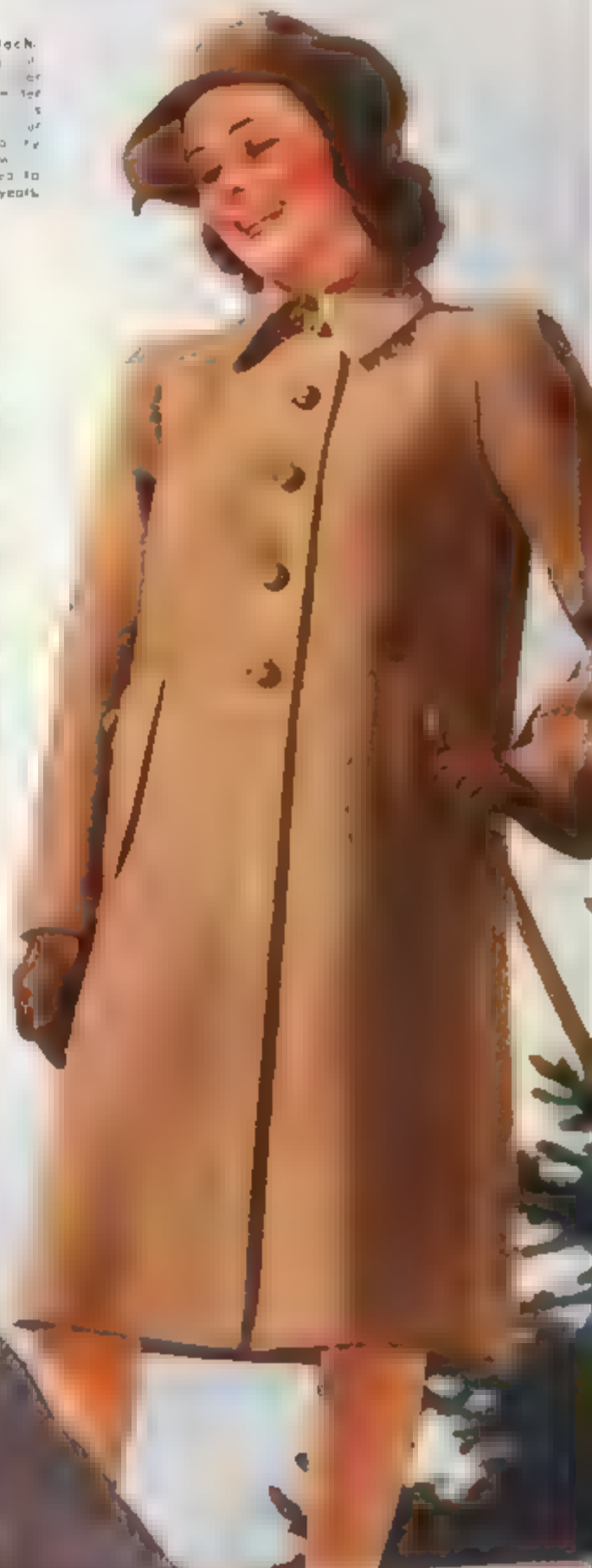
Guinea pig - just
2 y old. White.
Toned brown
dark red
flashed onto the
beaver. Robby texture - supra-
superiority and wears extra well.
Shown a picture of page
1 says "Beaver more in
than a bit Brown" - two toned
too. If you see Range 1 4
1 1A 80 plus. Some are for
one or two. Page 1 Shipping
weight 4 pounds 8 ounces.

In Rich, Warm Wool-and-Camel-Hair

[illegible]

***1998**
Cash
\$250 Down

It's Easy To Be Well
Dressed with the help of
Sears-Roebuck's Easy
Payments. See Inside
Back Cover for Details.





Glorious Values! Gorgeous Tweeds!

\$9⁹⁸
Cash
\$2 Down

Color flecked Tweeds of radiant warmth and rugged texture
Lined in Earl Glo Rayon Satin with two year guarantee, interlined
Proof that quality, comfort, beauty, cost little at Sears-Roebuck



Ⓐ Patch-Pocket Swagger

Swagger coat in beautiful ombre plaid
two colors. Lined in Earl Glo Rayon Satin.
Color flecked Tweeds of radiant warmth
and rugged texture. Lined in Earl Glo
Rayon Satin with two year guarantee.
Proof that quality, comfort, beauty, cost
little at Sears-Roebuck. **\$9.98**
17 F 74 B

Ⓑ New Velveteen Trim

Good looks and great warmth are built
right into this new velveteen trim. Lined
in Earl Glo Rayon Satin. Color flecked
Tweeds of radiant warmth and rugged
texture. Lined in Earl Glo Rayon Satin
with two year guarantee. Proof that
quality, comfort, beauty, cost little at
Sears-Roebuck. **\$9.98**
17 F 74 B

Ⓒ Removable Zip Vestee

This warm and well-cut reefer is geared
to give you the new "Lara Look" - slim
and stylish. Lined in Earl Glo Rayon Satin.
Color flecked Tweeds of radiant warmth
and rugged texture. Lined in Earl Glo
Rayon Satin with two year guarantee.
Proof that quality, comfort, beauty, cost
little at Sears-Roebuck. **\$9.98**
17 F 74 B

Sears-Roebuck Searched America for a Fabric Fine Enough... Here's the Story

Hand-Loomed Kentucky Tweeds \$15.98

Cash
\$2 Down

For Easy Terms,
See Inside Book Cover

Made to our Special Order because no Tweed we have ever before sold was fine enough for these Classic Coats! We began with selected yarns of virgin Wools from Australia and America. Blended them for beauty and strength then entrusted them to the famous American craftsmen, whose skilled hands have woven them into these magnificent Tweeds of landscape colors and glowing warmth. These three Coats lined with Rayon Tulle guaranteed for two years, and warmly interlined right to the hem.

- Shoulders are squared; then lightly padded to hold shape
- Armholes are reinforced, to resist strain through long wear
- Collars are shrunk to fit, under-collars are felled by hand

Man Tailored
at Every Point

- Lapels and coat fronts are canvas interlined to retain shape
- Cuffs are finished with open vent, cuff linings hand felled
- Button-holes are beautifully finished; designed for service

Another smart Coat in this Tweed, and more information about the fabric on page 2



Popular two-button Reiter. This superbly simple style makes you look tall, slender and young. You'll never guess back what her color and cut make. It's one finesse you notice — its general build of mixed fabric gives more of the cool and warm. Lined and interlined, as described above. Colors: He rook the Mixture in Medium Dark Green, or Medium Brown or Dark Gray. Sizes: 12-14-16-18-20-22-24-26-28-30-32-34-36-38-40-42-44-46-48-50-52-54-56-58-60-62-64-66-68-70-72-74-76-78-80-82-84-86-88-90-92-94-96-98-100-102-104-106-108-110-112-114-116-118-120-122-124-126-128-130-132-134-136-138-140-142-144-146-148-150-152-154-156-158-160-162-164-166-168-170-172-174-176-178-180-182-184-186-188-190-192-194-196-198-200-202-204-206-208-210-212-214-216-218-220-222-224-226-228-230-232-234-236-238-240-242-244-246-248-250-252-254-256-258-260-262-264-266-268-270-272-274-276-278-280-282-284-286-288-290-292-294-296-298-300-302-304-306-308-310-312-314-316-318-320-322-324-326-328-330-332-334-336-338-340-342-344-346-348-350-352-354-356-358-360-362-364-366-368-370-372-374-376-378-380-382-384-386-388-390-392-394-396-398-400-402-404-406-408-410-412-414-416-418-420-422-424-426-428-430-432-434-436-438-440-442-444-446-448-450-452-454-456-458-460-462-464-466-468-470-472-474-476-478-480-482-484-486-488-490-492-494-496-498-500-502-504-506-508-510-512-514-516-518-520-522-524-526-528-530-532-534-536-538-540-542-544-546-548-550-552-554-556-558-560-562-564-566-568-570-572-574-576-578-580-582-584-586-588-590-592-594-596-598-600-602-604-606-608-610-612-614-616-618-620-622-624-626-628-630-632-634-636-638-640-642-644-646-648-650-652-654-656-658-660-662-664-666-668-670-672-674-676-678-680-682-684-686-688-690-692-694-696-698-700-702-704-706-708-710-712-714-716-718-720-722-724-726-728-730-732-734-736-738-740-742-744-746-748-750-752-754-756-758-760-762-764-766-768-770-772-774-776-778-780-782-784-786-788-790-792-794-796-798-800-802-804-806-808-810-812-814-816-818-820-822-824-826-828-830-832-834-836-838-840-842-844-846-848-850-852-854-856-858-860-862-864-866-868-870-872-874-876-878-880-882-884-886-888-890-892-894-896-898-900-902-904-906-908-910-912-914-916-918-920-922-924-926-928-930-932-934-936-938-940-942-944-946-948-950-952-954-956-958-960-962-964-966-968-970-972-974-976-978-980-982-984-986-988-990-992-994-996-998-1000-1002-1004-1006-1008-1010-1012-1014-1016-1018-1020-1022-1024-1026-1028-1030-1032-1034-1036-1038-1040-1042-1044-1046-1048-1050-1052-1054-1056-1058-1060-1062-1064-1066-1068-1070-1072-1074-1076-1078-1080-1082-1084-1086-1088-1090-1092-1094-1096-1098-1100-1102-1104-1106-1108-1110-1112-1114-1116-1118-1120-1122-1124-1126-1128-1130-1132-1134-1136-1138-1140-1142-1144-1146-1148-1150-1152-1154-1156-1158-1160-1162-1164-1166-1168-1170-1172-1174-1176-1178-1180-1182-1184-1186-1188-1190-1192-1194-1196-1198-1200-1202-1204-1206-1208-1210-1212-1214-1216-1218-1220-1222-1224-1226-1228-1230-1232-1234-1236-1238-1240-1242-1244-1246-1248-1250-1252-1254-1256-1258-1260-1262-1264-1266-1268-1270-1272-1274-1276-1278-1280-1282-1284-1286-1288-1290-1292-1294-1296-1298-1300-1302-1304-1306-1308-1310-1312-1314-1316-1318-1320-1322-1324-1326-1328-1330-1332-1334-1336-1338-1340-1342-1344-1346-1348-1350-1352-1354-1356-1358-1360-1362-1364-1366-1368-1370-1372-1374-1376-1378-1380-1382-1384-1386-1388-1390-1392-1394-1396-1398-1400-1402-1404-1406-1408-1410-1412-1414-1416-1418-1420-1422-1424-1426-1428-1430-1432-1434-1436-1438-1440-1442-1444-1446-1448-1450-1452-1454-1456-1458-1460-1462-1464-1466-1468-1470-1472-1474-1476-1478-1480-1482-1484-1486-1488-1490-1492-1494-1496-1498-1500-1502-1504-1506-1508-1510-1512-1514-1516-1518-1520-1522-1524-1526-1528-1530-1532-1534-1536-1538-1540-1542-1544-1546-1548-1550-1552-1554-1556-1558-1560-1562-1564-1566-1568-1570-1572-1574-1576-1578-1580-1582-1584-1586-1588-1590-1592-1594-1596-1598-1600-1602-1604-1606-1608-1610-1612-1614-1616-1618-1620-1622-1624-1626-1628-1630-1632-1634-1636-1638-1640-1642-1644-1646-1648-1650-1652-1654-1656-1658-1660-1662-1664-1666-1668-1670-1672-1674-1676-1678-1680-1682-1684-1686-1688-1690-1692-1694-1696-1698-1700-1702-1704-1706-1708-1710-1712-1714-1716-1718-1720-1722-1724-1726-1728-1730-1732-1734-1736-1738-1740-1742-1744-1746-1748-1750-1752-1754-1756-1758-1760-1762-1764-1766-1768-1770-1772-1774-1776-1778-1780-1782-1784-1786-1788-1790-1792-1794-1796-1798-1800-1802-1804-1806-1808-1810-1812-1814-1816-1818-1820-1822-1824-1826-1828-1830-1832-1834-1836-1838-1840-1842-1844-1846-1848-1850-1852-1854-1856-1858-1860-1862-1864-1866-1868-1870-1872-1874-1876-1878-1880-1882-1884-1886-1888-1890-1892-1894-1896-1898-1900-1902-1904-1906-1908-1910-1912-1914-1916-1918-1920-1922-1924-1926-1928-1930-1932-1934-1936-1938-1940-1942-1944-1946-1948-1950-1952-1954-1956-1958-1960-1962-1964-1966-1968-1970-1972-1974-1976-1978-1980-1982-1984-1986-1988-1990-1992-1994-1996-1998-2000-2002-2004-2006-2008-2010-2012-2014-2016-2018-2020-2022-2024-2026-2028-2030-2032-2034-2036-2038-2040-2042-2044-2046-2048-2050-2052-2054-2056-2058-2060-2062-2064-2066-2068-2070-2072-2074-2076-2078-2080-2082-2084-2086-2088-2090-2092-2094-2096-2098-2100-2102-2104-2106-2108-2110-2112-2114-2116-2118-2120-2122-2124-2126-2128-2130-2132-2134-2136-2138-2140-2142-2144-2146-2148-2150-2152-2154-2156-2158-2160-2162-2164-2166-2168-2170-2172-2174-2176-2178-2180-2182-2184-2186-2188-2190-2192-2194-2196-2198-2200-2202-2204-2206-2208-2210-2212-2214-2216-2218-2220-2222-2224-2226-2228-2230-2232-2234-2236-2238-2240-2242-2244-2246-2248-2250-2252-2254-2256-2258-2260-2262-2264-2266-2268-2270-2272-2274-2276-2278-2280-2282-2284-2286-2288-2290-2292-2294-2296-2298-2300-2302-2304-2306-2308-2310-2312-2314-2316-2318-2320-2322-2324-2326-2328-2330-2332-2334-2336-2338-2340-2342-2344-2346-2348-2350-2352-2354-2356-2358-2360-2362-2364-2366-2368-2370-2372-2374-2376-2378-2380-2382-2384-2386-2388-2390-2392-2394-2396-2398-2400-2402-2404-2406-2408-2410-2412-2414-2416-2418-2420-2422-2424-2426-2428-2430-2432-2434-2436-2438-2440-2442-2444-2446-2448-2450-2452-2454-2456-2458-2460-2462-2464-2466-2468-2470-2472-2474-2476-2478-2480-2482-2484-2486-2488-2490-2492-2494-2496-2498-2500-2502-2504-2506-2508-2510-2512-2514-2516-2518-2520-2522-2524-2526-2528-2530-2532-2534-2536-2538-2540-2542-2544-2546-2548-2550-2552-2554-2556-2558-2560-2562-2564-2566-2568-2570-2572-2574-2576-2578-2580-2582-2584-2586-2588-2590-2592-2594-2596-2598-2600-2602-2604-2606-2608-2610-2612-2614-2616-2618-2620-2622-2624-2626-2628-2630-2632-2634-2636-2638-2640-2642-2644-2646-2648-2650-2652-2654-2656-2658-2660-2662-2664-2666-2668-2670-2672-2674-2676-2678-2680-2682-2684-2686-2688-2690-2692-2694-2696-2698-2700-2702-2704-2706-2708-2710-2712-2714-2716-2718-2720-2722-2724-2726-2728-2730-2732-2734-2736-2738-2740-2742-2744-2746-2748-2750-2752-2754-2756-2758-2760-2762-2764-2766-2768-2770-2772-2774-2776-2778-2780-2782-2784-2786-2788-2790-2792-2794-2796-2798-2800-2802-2804-2806-2808-2810-2812-2814-2816-2818-2820-2822-2824-2826-2828-2830-2832-2834-2836-2838-2840-2842-2844-2846-2848-2850-2852-2854-2856-2858-2860-2862-2864-2866-2868-2870-2872-2874-2876-2878-2880-2882-2884-2886-2888-2890-2892-2894-2896-2898-2900-2902-2904-2906-2908-2910-2912-2914-2916-2918-2920-2922-2924-2926-2928-2930-2932-2934-2936-2938-2940-2942-2944-2946-2948-2950-2952-2954-2956-2958-2960-2962-2964-2966-2968-2970-2972-2974-2976-2978-2980-2982-2984-2986-2988-2990-2992-2994-2996-2998-3000-3002-3004-3006-3008-3010-3012-3014-3016-3018-3020-3022-3024-3026-3028-3030-3032-3034-3036-3038-3040-3042-3044-3046-3048-3050-3052-3054-3056-3058-3060-3062-3064-3066-3068-3070-3072-3074-3076-3078-3080-3082-3084-3086-3088-3090-3092-3094-3096-3098-3100-3102-3104-3106-3108-3110-3112-3114-3116-3118-3120-3122-3124-3126-3128-3130-3132-3134-3136-3138-3140-3142-3144-3146-3148-3150-3152-3154-3156-3158-3160-3162-3164-3166-3168-3170-3172-3174-3176-3178-3180-3182-3184-3186-3188-3190-3192-3194-3196-3198-3200-3202-3204-3206-3208-3210-3212-3214-3216-3218-3220-3222-3224-3226-3228-3230-3232-3234-3236-3238-3240-3242-3244-3246-3248-3250-3252-3254-3256-3258-3260-3262-3264-3266-3268-3270-3272-3274-3276-3278-3280-3282-3284-3286-3288-3290-3292-3294-3296-3298-3300-3302-3304-3306-3308-3310-3312-3314-3316-3318-3320-3322-3324-3326-3328-3330-3332-3334-3336-3338-3340-3342-3344-3346-3348-3350-3352-3354-3356-3358-3360-3362-3364-3366-3368-3370-3372-3374-3376-3378-3380-3382-3384-3386-3388-3390-3392-3394-3396-3398-3400-3402-3404-3406-3408-3410-3412-3414-3416-3418-3420-3422-3424-3426-3428-3430-3432-3434-3436-3438-3440-3442-3444-3446-3448-3450-3452-3454-3456-3458-3460-3462-3464-3466-3468-3470-3472-3474-3476-3478-3480-3482-3484-3486-3488-3490-3492-3494-3496-3498-3500-3502-3504-3506-3508-3510-3512-3514-3516-3518-3520-3522-3524-3526-3528-3530-3532-3534-3536-3538-3540-3542-3544-3546-3548-3550-3552-3554-3556-3558-3560-3562-3564-3566-3568-3570-3572-3574-3576-3578-3580-3582-3584-3586-3588-3590-3592-3594-3596-3598-3600-3602-3604-3606-3608-3610-3612-3614-3616-3618-3620-3622-3624-3626-3628-3630-3632-3634-3636-3638-3640-3642-3644-3646-3648-3650-3652-3654-3656-3658-3660-3662-3664-3666-3668-3670-3672-3674-3676-3678-3680-3682-3684-3686-3688-3690-3692-3694-3696-3698-3700-3702-3704-3706-3708-3710-3712-3714-3716-3718-3720-3722-3724-3726-3728-3730-3732-3734-3736-3738-3740-3742-3744-3746-3748-3750-3752-3754-3756-3758-3760-3762-3764-3766-3768-3770-3772-3774-3776-3778-3780-3782-3784-3786-3788-3790-3792-3794-3796-3798-3800-3802-3804-3806-3808-3810-3812-3814-3816-3818-3820-3822-3824-3826-3828-3830-3832-3834-3836-3838-3840-3842-3844-3846-3848-3850-3852-3854-3856-3858-3860-3862-3864-3866-3868-3870-3872-3874-3876-3878-3880-3882-3884-3886-3888-3890-3892-3894-3896-3898-3900-3902-3904-3906-3908-3910-3912-3914-3916-3918-3920-3922-3924-3926-3928-3930-3932-3934-3936-3938-3940-3942-3944-3946-3948-3950-3952-3954-3956-3958-3960-3962-3964-3966-3968-3970-3972-3974-3976-3978-3980-3982-3984-3986-3988-3990-3992-3994-3996-3998-4000-4002-4004-4006-4008-4010-4012-4014-4016-4018-4020-4022-4024-4026-4028-4030-4032-4034-4036-4038-4040-4042-4044-4046-4048-4050-4052-4054-4056-4058-4060-4062-4064-4066-4068-4070-4072-4074-4076-4078-4080-4082-4084-4086-4088-4090-4092-4094-4096-4098-4100-4102-4104-4106-4108-4110-4112-4114-4116-4118-4120-4122-4124-4126-4128-4130-4132-4134-4136-4138-4140-4142-4144-4146-4148-4150-4152-4154-4156-4158-4160-4162-4164-4166-4168-4170-4172-4174-4176-4178-4180-4182-4184-4186-4188-4190-4192-4194-4196-4198-4200-4202-4204-4206-4208-4210-4212-4214-4216-4218-4220-4222-4224-4226-4228-4230-4232-4234-4236-4238-4240-4242-4244-4246-4248-4250-4252-4254-4256-4258-4260-4262-4264-4266-4268-4270-4272-4274-4276-4278-4280-4282-4284-4286-4288-4290-4292-4294-4296-4298-4300-4302-4304-4306-4308-4310-4312-4314-4316-4318-4320-4322-4324-4326-4328-4330-4332-4334-4336-4338-4340-4342-4344-4346-4348-4350-4352-4354-4356-4358-4360-4362-4364-4366-4368-4370-4372-4374-4376-4378-4380-4382-4384-4386-4388-4390-4392-4394-4396-4398-4400-4402-4404-4406-4408-4410-4412-4414-4416-4418-4420-4422-4424-4426-4428-4430-4432-4434-4436-4438-4440-4442-4444-4446-4448-4450-4452-4454-4456-4458-4460-4462-4464-4466-4468-4470-4472-4474-4476-4478-4480-4482-4484-4486-4488-4490-4492-4494-4496-4498-4500-4502-4504-4506-4508-4510-4512-4514-4516-4518-4520-4522-4524-4526-4528-4530-4532-4534-4536-4538-4540-4542-4544-4546-4548-4550-4552-4554-4556-4558-4560-4562-4564-4566-4568-4570-4572-4574-4576-4578-4580-4582-4584-4586-4588-4590-4592-4594-4596-4598-4600-4602-4604-4606-4608-4610-4612-4614-4616-4618-4620-4622-4624-4626-4628-4630-4632-4634-4636-4638-4640-4642-4644-4646-4648-4650-4652-4654-4656-4658-4660-4662-4664-4666-4668-4670-4672-4674-4676-4678-4680-4682-4684-4686-4688-4690-4692-4694-4696-4698-4700-4702-4704-4706-4708-4710-4712-4714-4716-4718-4720-4722-4724-4726-4728-4730-4732-4734-4736-4738-4740-4742-4744-4746-4748-4750-4752-4754-4756-4758-4760-4762-4764-4766-4768-4770-4772-4774-4776-4778-4780-4782-4784-4786-4788-4790-4792-4794-4796-4798-4800-4802-4804-4806-4808-4810-4812-4814-4816-4818-4820-4822-4824-4826-4828-4830-4832-4834-4836-4838-4840-4842-4844-4846-4848-485

Dramatic *Value* Coats in All Wool Suede Fleece

Each coat lined in our good quality Rayon Twill
and warmly interlined for winter weather comfort
Heart-warming colors in three well-loved styles!

\$7.98
Each

Ⓐ Trapunto Trim

A dramatic style of Trapunto trim is shown on the top of the coat and on the collar. The trim is made of a special fabric and is sewn into the coat in a way that it will stand out and give the coat a very distinctive look. The trim is made of a special fabric and is sewn into the coat in a way that it will stand out and give the coat a very distinctive look. The trim is made of a special fabric and is sewn into the coat in a way that it will stand out and give the coat a very distinctive look.

Colors: Teal Blue, Bright Grape, Wine, Navy Blue or Navy Blue
Measure: Length 14, 16, 18, 20
Sleeve Length 12, 14, 16, 18, 20
17 F 7430 \$7.98

Ⓑ Detachable Vestee

Most exciting new feature for this season is the new detachable vestee. The vestee is made of a special fabric and is sewn into the coat in a way that it will stand out and give the coat a very distinctive look. The vestee is made of a special fabric and is sewn into the coat in a way that it will stand out and give the coat a very distinctive look.

Colors: Teal Blue, Bright Grape, Wine, Navy Blue or Navy Blue
Measure: Length 12, 14, 16, 18, 20
Sleeve Length 12, 14, 16, 18, 20
17 F 7420 \$7.98

Ⓒ The Ballerina Back

The Ballerina Back is a new feature for this season. The back of the coat is made of a special fabric and is sewn into the coat in a way that it will stand out and give the coat a very distinctive look. The back of the coat is made of a special fabric and is sewn into the coat in a way that it will stand out and give the coat a very distinctive look.

Colors: Teal Blue, Bright Grape, Wine, Navy Blue or Navy Blue
Measure: Length 12, 14, 16, 18, 20
Sleeve Length 12, 14, 16, 18, 20
17 F 7426 \$7.98

Each coat is made of a special fabric and is lined with a good quality Rayon Twill. The coats are made of a special fabric and are lined with a good quality Rayon Twill. The coats are made of a special fabric and are lined with a good quality Rayon Twill.

Colors: Teal Blue, Bright Grape, Wine, Navy Blue or Navy Blue
Measure: Length 12, 14, 16, 18, 20
Sleeve Length 12, 14, 16, 18, 20
17 F 7430 \$7.98



Triple Warmth

Plaid-back coat... Our warmest
... for Your coldest weather

This broad shouldered, double-breasted sports coat is made of two good quality Winter-weight fabrics, invisibly caught together by strong Cotton threads. Fabric of 55% warm Wool, balance Rayon and Cotton. There is a yoke lining of our good quality Rayon Twill and additional interlining of real leather from neck to waist. Simulated leather binds the collar. The four breast pockets, that are gay drawers, and the two hip pockets that are roomy and real. The warmly buttoned vestee is quickly and easily detachable.

Colors: Wine 415, Teal Blue 665, Oxford Gray. Misses' Size Range: 12, 14, 16, 18, 20 only. State size and color on Size Scale. Page 20. Shipping weight, 6 lbs. 3 oz.

17 F 7432 \$2 Down ... Cash \$9.98

New Reversible

Tweed and Gabardine coat
with new detachable Hood

The seasonably successful reversible coat is our finest quality. New edition has double-breasted buttons-captivated in the smart cadet style button-on hood. Back waistline fullness is shirred on elastic. Square shoulders, straight sleeves, non-ver-ble collar and slot pockets on both sides. Reversible belt. Coat on one side is our better quality Tweed 85% Wool, balance Rayon Gabardine on the other side is fine quality Cotton. Wear it either side out! Two coats in one.

Colors: Mixture in Navy and Medium Blue or Brown and Tan, each with natural Gabardine. Misses' Size Range: 12, 14, 16, 18, 20 only. State size and color on Size Scale. Page 20. Shipping weight, 4 lbs. 13 oz.

17 F 7434 \$2 Down ... Cash \$9.98

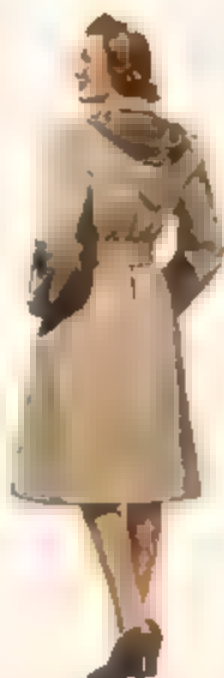


Fur Sailor Collar

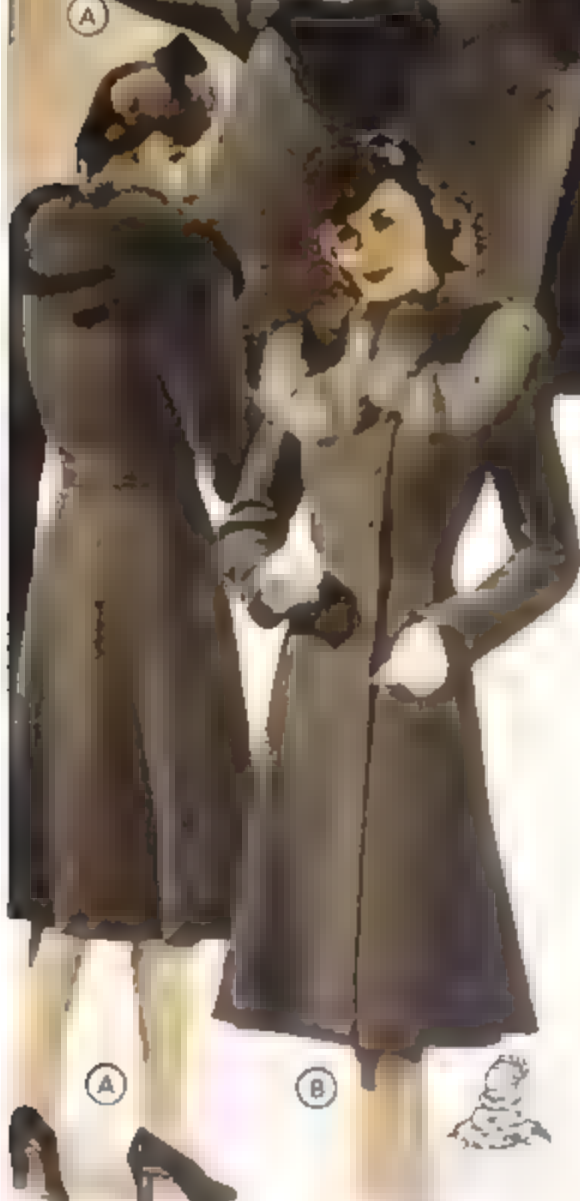
on warm All Wool Fleece sports coat
... An outstanding value at this low price

Great big collar of light toned fur is our fine quality Mandel-dyed Lama, shaped the new way with shawl front and square-cut sailor-style back. Thrilling, flattering, and warm. Novelty buttons fasten coat snugly and warmly. The many gores give you a lovely young waistline and gently flared hemline. Our good quality All Wool Fleece, good Rayon Satin lining. Warmly and fully interlined. A warm contrasting scarf is included with coat. Colors: Teal Blue 665 or Bright Grape Wine 467 with Beige top. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color on Size Scale on Page 20. Shipping weight, 6 lbs. 3 oz.

17 F 7435 \$2 Down ... Cash \$11.98



Add a good Sports Coat to your wardrobe. Choose one of the hit-styles shown here; all are available on Sears-Roebuck's Easy Terms, described so clearly on the Inside Back Cover



Dressy Reefers Are News

In these smoother fabrics, velveteen trimmed, and these styles that do something for you!



Fur Trimmed Coats

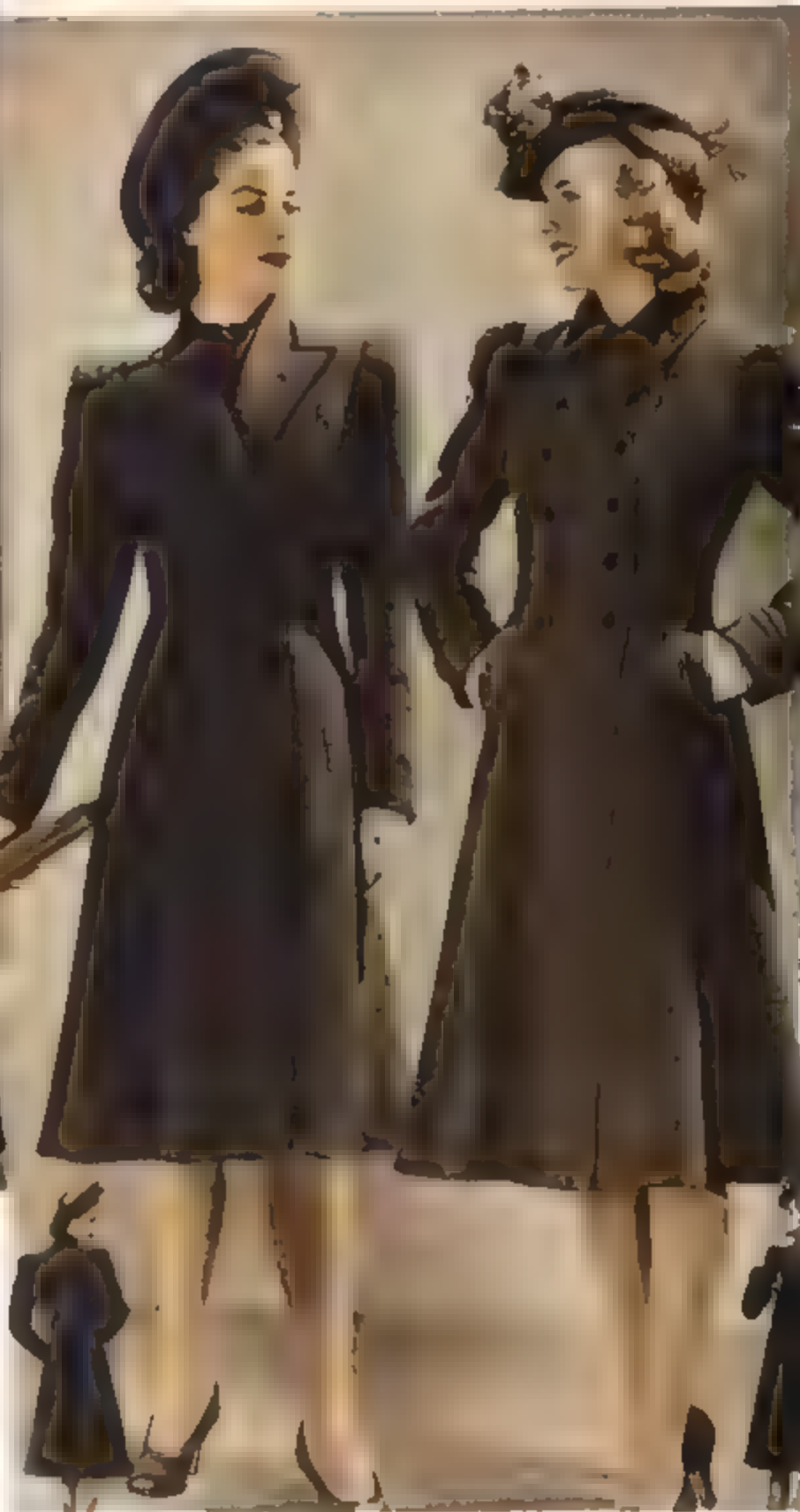
With youthful Sailor-collar of American Gray Fox and bloused back coat, with Mink-dyed Marmot collar

Three-Way Fur Collar

Newest shape collar for fine Winter coats & the square back style shown here in gray, quite by Silver 1920 American Gray Fox. Wear collar three ways, with tapered ends in chain style, buttoned under a pouch, or buttoned high and warm under your coat. Many girls give coat a smooth waist and put on belt. Our good quality dress. As Wool Coating Rayon Satin, long guaranteed 2 years wear warm interlining. Colors: Black, or Navy Blue. Sizes: Range 12-16, 18-20, 22-24. See size and color scale Page 20. Shipping weight 5 lbs. 17 F 7444 - \$2.50 Down Cash \$9.98

Tipped With Fur Tails

This is the new bloused back coat that does such more things for your figure. It has a top center front (full gored) from under the Mink-dyed Marmot collar come two se-faults, as tipped with a shower of fur tails. (Small view) Self fabric buttons, slip pockets. In warm As Wool Coating Rayon Satin, long guaranteed 2 years wear. Interlined. Colors: Black, or Navy Blue. Sizes: Range 12-16, 18-20, 22-24. See size and color scale Page 20. Shipping weight 4 lbs. 12 oz. 17 F 7445 - \$2.00 Down Cash \$14.98



Two-Button Hit Style

Extends new 2-button dressy reefer with a bloused back, a wide fur collar, and a wide fur collar. (Small view) Self fabric buttons, slip pockets. In warm As Wool Coating Rayon Satin, long guaranteed 2 years wear. Interlined. Colors: Black, or Navy Blue. Sizes: Range 12-16, 18-20, 22-24. See size and color scale Page 20. Shipping weight 5 lbs. 3 oz. 17 F 7446 - \$2.00 Down Cash \$12.98

Famous Success Reefer

Dressy reefer double-breasted and lined has Velveteen trimmed buttons and removable collar of Velveteen. Not pockets. Our better quality Verdict. Knot House. 30% Wool, balance Rayon, and Cotton for strength. Rayon Satin lining, guaranteed 2 years. Interlined. Colors: Black, Navy Blue, Dark Wine, 4. Sizes: Range 12, 14, 16, 18, 20. State size and color, see Size Scale on Page 20. Shpg. wt., 5 lbs. 17 F 7448 - \$2.00 Down Cash \$9.98

Garments in these two pages shipped from our New York Fashion Headquarters. Send your order to nearest Mail Order House or to these garments alone you may send order directly to New York. You pay postage only from nearest Mail Order House. All our numbers refer to Color Graph in How to Order section in back of book.

Low-Priced Specials..Warm and Becoming

Coats for dress-up and every-day in winter weight fabrics, fully interlined
With important new pockets, collars, buttons and easy-to-wear silhouettes



Take-Off Collar

\$10⁹⁸
Cash
\$2 Down

The gorgeous collar that resembles a huge fur wrap is the feature of this elegant coat. It is made of a soft, plush material that can be worn up or down, giving you the look of a fur collar without the weight. The coat is also lined with a soft, warm material. It has a simple, elegant design with a single button at the waist. The skirt is full and flared. The coat is available in sizes 12 to 22. The price is \$10.98 cash, \$2 down. 17 F 7450. S. down. C. \$10.98.

Fitted and Dressy

\$6⁹⁸

Look pretty in this elegant coat. It is made of a soft, plush material that can be worn up or down, giving you the look of a fur collar without the weight. The coat is also lined with a soft, warm material. It has a simple, elegant design with a single button at the waist. The skirt is full and flared. The coat is available in sizes 12 to 22. The price is \$6.98 cash. 17 F 7451. S. down. C. \$6.98.

All Wool Tweed

\$7⁹⁸

Get lots of color back the Tweed surface of this good quality All Wool Coat. A gorgeous, beautiful and warm. You can wear it or take it off. It is made of a soft, plush material that can be worn up or down, giving you the look of a fur collar without the weight. The coat is also lined with a soft, warm material. It has a simple, elegant design with a single button at the waist. The skirt is full and flared. The coat is available in sizes 12 to 22. The price is \$7.98 cash. 17 F 7452. S. down. C. \$7.98.

Saddle Shoulders.. Swing Skirt!

\$5⁹⁸

Warm double-breasted sweater-outer with a wide, shawl collar. The good quality fabric is a soft, plush material that can be worn up or down, giving you the look of a fur collar without the weight. The coat is also lined with a soft, warm material. It has a simple, elegant design with a single button at the waist. The skirt is full and flared. The coat is available in sizes 12 to 22. The price is \$5.98 cash. 17 F 7453. S. down. C. \$5.98.

MEASURE - in net - Good Fit

Page 12 explains the way to use the Size Scale below. Refer to Page 1, before ordering.

Size Scale for Misses' Coats

Size	12	14	16	18	20	22
Bust	30	32	34	36	38	40 in
Waist	24	26	28	30	32	34 in
Hips	33	35	37	39	41	43 in
Coat length	42 1/2	43	44	44 1/2	45	45 1/2 in

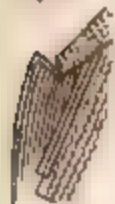
For more information, refer to the book "How to Order" in a book.

Man-Tailored

SUITS in the Fall 1940 Manner

- Jackets are easy-to-wear
- Well-cut skirts fit smartly
- Fabrics are finer quality

Fully Man-Tailored at Every Vital Point



④ Dressmaker Suit in Botany Woolen

[illegible]

Year	Black	White	Hispanic	Asian	Native American	Other
1980	10.5	10.5	10.5	10.5	10.5	10.5
1985	10.5	10.5	10.5	10.5	10.5	10.5
1990	10.5	10.5	10.5	10.5	10.5	10.5
1995	10.5	10.5	10.5	10.5	10.5	10.5
2000	10.5	10.5	10.5	10.5	10.5	10.5
2005	10.5	10.5	10.5	10.5	10.5	10.5
2010	10.5	10.5	10.5	10.5	10.5	10.5
2015	10.5	10.5	10.5	10.5	10.5	10.5
2020	10.5	10.5	10.5	10.5	10.5	10.5

Our Best Quality Balany All Wool Worsted Spinning

Our Best Quality Balany All Wool Worsted Suing

87552 11 1/2" x 11 1/2" x 11 1/2" 12.98

Our Better Quality Botany All Wool Suing

9.98

● Classic Suit in All Wool Worsted

[illegible]

Y. Number 12 14 16 18 30 72 540 1080

Our Best Quality All Wool Waxed Suiting

213500 14 1/2 x 11 1/2 x 11 1/2 inch, great wear good chairs

• **562** *Full of Fun* by Susan Carter **\$14.98**
Full of Fun = Fun. So, a Blue or Black

Our Better Quality All Wool Worsted Spinning

[illegible]

\$12.98

In Our Good Quality All Wool Worsted Spinning

[illegible]

1 Navy Blue, Black, \$9.98

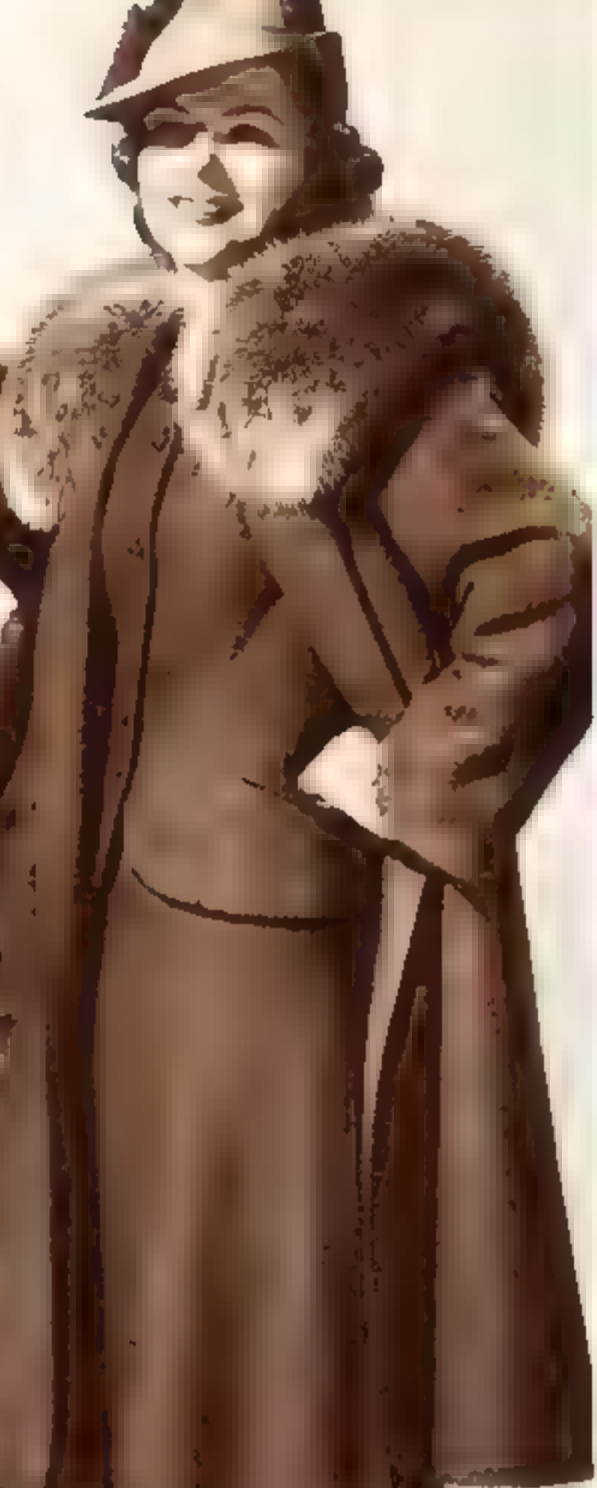
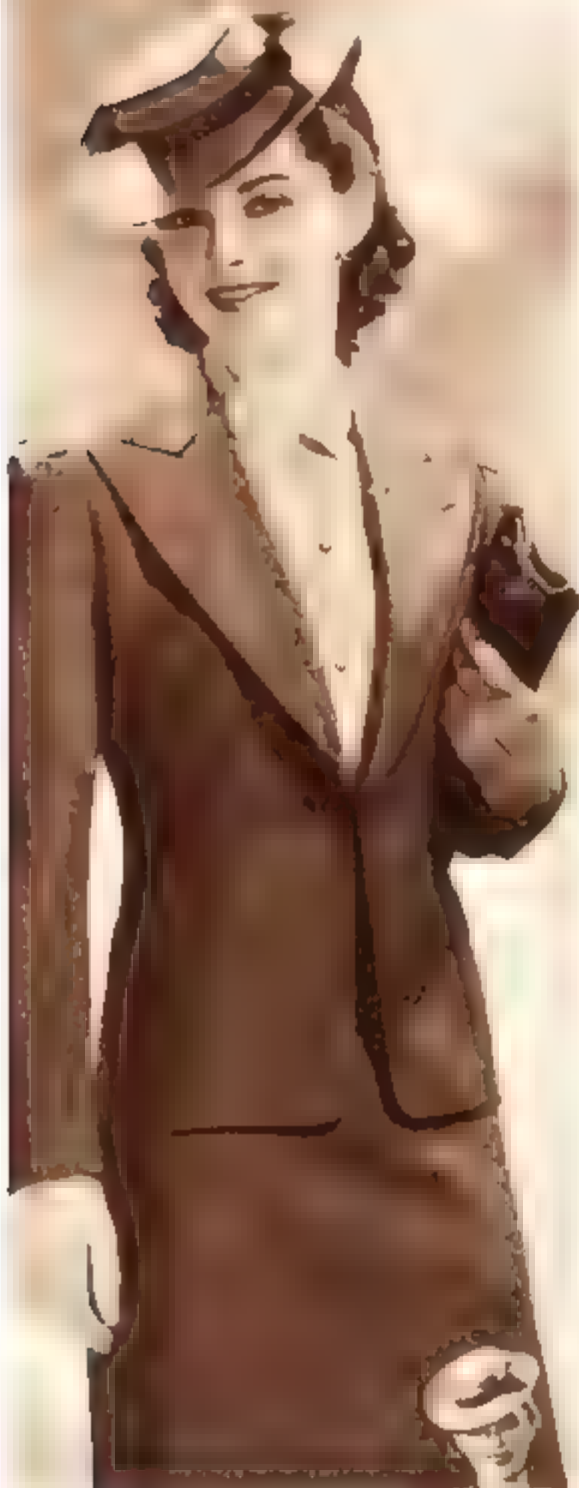
* net above are Cash, or \$2 Down on Easy Terms

[illegible]

1. The first group of people who are not in the labor force are those who are not in the labor force because they are not in the labor force. This group is the largest group of people who are not in the labor force.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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22 . . . SEARS, ROEBUCK AND CO. ●



Man-Tailored—Value!

This well-cut, smartly styled suit completely man-tailored at every point... as described in the panel on opposite page... an outstanding value at this moderate price range. Its notched lapels link our men's clothing into sleeves and dart-fitted waistline... closely resemble the higher priced classics on opposite page. This jacket has new squared shoulders and smooth English draped skirt has kick pleat at each side and Crown zipped pocket. Choice of fabrics as described below, good linings.

Men's Size Range: 12, 14, 16, 18, 20, 22. **State size, color, see Size Scale, opposite page.** Shipping weight, each, 2 pounds 8 oz.

All Wool Men's Wear Suits
Our better quality fabric, smooth, sturdy lined in good quality Rayon Serge, guaranteed to wear for two years.

17 F7566—Chalk Stripes—on Navy Oxford Gray or Banker's Gray \$7.98
17 F7567—Plain Colors, Navy Blue, Oxford Gray or Med. Banker's Gray, \$7.98

Mannish Type Suring
Our good quality fabric, 50% Wool, balance Rayon and Cotton. Lined in Rayon Serge.

17 F7568—Chalk Stripes—on Navy Oxford Gray or Med. Banker's Gray \$5.98
17 F7569—Plain Colors, Navy, Dark Oxford Gray or Med. Banker's Gray \$5.98



Three-Piece Wardrobe Suits

Fashion Experts and Budget Builders agree... a 3 piece suit is your smartest investment. The coat and jacket suit worn together give you a warm costume for colder weather. The long 42-inch coat, worn without suit, teams up with everything you own. The suit worn alone serves you smartly all Fall and Spring. Superb style... service... warmth.

Boxy Topcoat of this 3-piece suit has pockets set into the front slit seams and a suit-seamed panel back.

The fitted jacket is beautifully stitched on pocket flaps and revers. Back neck line of jacket is collarless, eliminates bulkiness under the topcoat. Crown zip on skirt placket. Entire costume, good All Wool Shetland-type fabric: coat and jacket lined with good quality Rayon Felt. Topcoat warmly interlined.

Colors: Grape White 467, Navy Blue or Teal Blue 665. **Men's Size Range:** 12, 14, 16, 18, 20 only. **State size, color, Scale, opposite page.** Shpg. wt., 6 lbs. 8 oz.

17 F7565—\$2.00 Down... Cash \$14.98

\$14.98
Cash
\$2.00 Down

Thrilling value and style in this 3-piece suit! Proud far collar of slot-pocketed Rayon Han some fabric's good Her-ringbone Tweed. 65% Wool, balance Rayon. Collarless jacket of suit's same fabric, has front and back panels, 4 slot pockets, gored skirt, Crown zip placket. Coat and jacket lined in Earl-Glo Rayon Satin, guaranteed to wear two years. Topcoat warmly interlined.

Colors: One Mix. or Navy Blue or in Wine. **Men's Size Range:** 12, 14, 16, 18, 20, 22. **State size, color, see Size Scale on opposite page.** Shpg. wt., 7 lbs. 10 oz.

17 F7564—\$3.00 Down... Cash \$29.98

\$29.98
Cash
\$3.00 Down

For Easy Terms, See Inside Back Cover.

Dressy Coats With Warmth and Distinction

These fine fabrics have Fashion's new smoother textures...

The furs are fluffy or sleek... In Women's Sizes, 34 to 44

For Easy Terms, See Inside Back Cover.



New Self Stripes

One of the best to meet young dressy coats of the season... in the new self-stripe

\$13.98
Cash

\$2 Down

at per Needle-knot Boucle fabric. Well-cut shoulders, front and back panels, for neck. Buckle fastens the up-or-down coat. Inside button at waist. Warm fabric is our good quality 40% Wool; balance Cotton and Rayon. Lined in fine Rayon Satin quilted in interlocking of Wool cutting covered.

Colors: Black, Dark Teal, Blue, 669, Dark Wine 417.

Women's Size Range: 34, 36, 38, 40, 42, 44. Size scale, cut, side note. Page 24. Shipping weight 4 lbs.

17 F 7482 \$2 Down Cash \$13.98

Mink-Dyed Marmot

Dressy coat that is a fine and loveliness! Luxuriously trimmed with wide never color it out fine quality grown Mink dye. Marmot Fur Co. has perfect back 6 in. waist flared hem, 1/2 in. 1/2 in. belt. Our fine Needle-knot Boucle fabric, entering new inner to its smooth surface. To Wool h. lined in our wear Rayon for inner. Rayon Pique 3/4 in. in 1/2 in. 1/2 in. for two years wear Warm over-riding.

\$24.98
Cash

\$3 Down

Colors: Black or Dark Wine 417. Women's Size Range: 34, 36, 38, 40, 42, 44. Size scale, cut, side note. Page 24. Shipping weight 5 lbs. 10 oz. 10 oz.

17 F 7485 \$3 Down Cash \$24.98

In Two Qualities

Fine quality fur collar on good coat of our finest All Wool Boucle worsted coating. Coat is lined in our best two-year guaranteed Rayon Pique Satin Wool interlocking cotton covered.

\$39.98
Cash

\$4 Down

With Russian Fox

Color: Mink dye. Women's Size Range: 34, 36, 38, 40, 42, 44. Size scale, cut, side note. Page 24. Shipping weight: each 5 lb. 10 oz. 10 oz.

17 F 7486 \$4 Down Cash \$39.98

With Fine Quality American Gray Fox Collar lined in our emblem 1/2 in. Fox In Needle-knot Boucle 30% Wool half and Rayon and Cotton Lined interlocking cotton covered.

17 F 7487 \$3 Down Cash \$24.98

Garnet & Son, these two pages shipped from our New York Fashion Headquarters. Send your order to nearest Mail Order House or to us at 100 N. 10th St., New York 1, N.Y. You pay postage only from house. Mail Order House, for info, call 1-800-222-2222. How to Order: mail or a check of bank.



Classic and Tailored-Cut to Fit Sizes 34 to 44

Two smart coats and a superb Suit tailored with quiet perfection
Becoming colors, rich fabrics designed for casual, all round wear

ⓐ New Tucked Lapels

\$12.98
Cash

\$2.00 Down

This tailored coat is right anywhere, any time, with any kind of clothes—dressy or casual. So new, it is way ahead of fashion; and so well made of such fine fabric that it is top value. The sturdy material is our better quality, is the new *Needle-knot*, 35% warm Wool blended with Rayon—our strong fabric. Lined with our fine quality Rayon. Seams guaranteed to wear for two years; and warmly interlined. Peaked tucked apex smooth you shoulders handsomely, by good luck and good trim give your face a graceful flare. Self fabric belt may be worn or not as you wish. Colors: Black Navy Blue Black Wool 4-7. Women's Size Range 34 36 38 40 42 44. Store and color size range Page 24. Shipping weight 4 pounds. 2 colors.

17 F 7498 \$2.00 Down Cash Price \$12.98

Treat yourself to a new suit and a coat all at once. Sears-Roebuck's Easy Terms described on Inside Back Cover explain how simple it is to buy your whole wardrobe all at one time.

ⓑ All Wool Ombre Swagger

\$9.98
Cash

\$2.00 Down

Smart Winter-weight ombre fleece in beautifully blended pattern and rich color tones, is our better quality fabric. An warm Wool used in smart good quality Rayon. Warmly interlined. This is the new winter swagger perfect to wear over anything. Has easy fitting lines, cartridge pleated shoulders, a panel tucked back and two diagonal pockets. Coveralls perhaps is a high-cut collarless cardigan style that fastens snug at the throat with ornamental clasp. A good investment. At this low price—a standby in your wardrobe for Fall and Winter.

Color: Dark color mixtures of Blue tones or White and Blue. Women's Size Range 34 36 38 40 42 44. Store and color size range Page 24. Shipping weight 3 pounds.

17 F 7490 \$2.00 Down Cash Price only \$9.98

ⓒ Man-Tailored . . . for Women

\$12.98
Cash

\$2.00 Down

One of our proudest achievements in suits . . . for it is fully man-tailored and especially designed for becomingness on womanly figures. Note the flattery of the longer jacket, slender lapels, smartly padded shoulders and new tapered sleeves. Zip placket skirt is gored and flared, so it is easy to wear even without the jacket. And remember that man-tailored workmanship means this suit will keep its good lines through the winter—the canvas interlined revers and coat fronts, hand-filled corners, reinforced armholes will hold their shape! Is a choice of two splendid fabrics, as described below. Jacket linings are the popular Earl-Glo Rayon Twill, guaranteed to wear for two years. Women's Size Range 34 36 38 40 42 44. State size and color on back of card. Page 24. Shipping weight each, 2 lbs. 6 oz.

Our Best Quality All Wool Warmest Suiting. Smooth fabric wears wonderfully. Both a press. Colors: Chalk stripes on Navy Blue and Black or Solid color Bakers Gray.

17 F 757 \$2.00 Down Cash \$12.98

Our Good Quality All Wool Suiting. Colors: Chalk stripes on Navy Blue or Bakers Gray or unstriped Oxford Gray.

17 F 7572 \$2.00 Down Cash \$9.98

THIS IS A BEANE
Perfected-Fit
COAT
Specially Proportioned
for the
SHORTER WOMAN

For the first time we offer Perfect Fit Coats, in sizes 16 1/2 to 20 1/2
Especially proportioned and styled for women 5 feet, 3 inches .. or shorter

COAT
Specially Proportioned
for the
SHORTER WOMAN

Protection Against Rain and Wind—**Stormclad** Raincoats and Cape

Hooded styles, reversibles, and new Cadet Coat
Great values in rainwear for misses and girls

Scans from: <https://christmas.musettechnical.com>



Our Junior Jury

helps us plan new Junior Clothes

Last season Sears-Roebuck made fashion history by consulting Juniors all over America on the subject of Junior Fashions. Hundreds of young women gave us their opinions—many of them described their ideal dresses—some even sent us sketches. This Fall we go a step further—

Every garment for Juniors again measures up to actual Junior preferences—each member of the Jury has helped us plan her ideal outfit (dress, coat or sportswear)—and we present these delightful young fashions as the stars of our brilliant Sears-Roebuck Junior collection.

Twelve typical American Juniors form our famous Junior Jury

Ruth Hill, age 25
Lincoln, Neb.
Musician—See Page 34

Anita Thain, age 18
Hollywood, Cal.
Home—See Page 39

Ernestine Cline, age 22
Little Rock, Ark.
Singer—See Page 35

Doris Moore, age 20
Univ. of Wisconsin
Student—See Page 43

Violet Langelier, age 21
Pelham, N. Y.
Home—See Page 33

Mabel Esley, age 24
Accoville, West Va.
Stenographer—See Page 40

Violet Cashwan, age 24
Detroit, Mich.
Model—See Page 30

Billie Larson, age 26
Duluth, Minn.
Student—See Page 38

Chalk Wendel, age 20
Bristol, Vt.
Salesgirl—See Page 34

Pauline Shulman, age 22
New Orleans, La.
Stenographer—See Page 41

Care McCall, age 21
Miami Beach, Fla.
Clerk—See Page 41

Leona McIntosh, age 17
Lawrence, Mass.
High School—See Page 41

Ideal Junior Dress

\$3.98

The dress which we asked the Junior Jury to design is a simple, practical, and stylish dress. It is a knee-length dress with a high collar, long sleeves, and a full skirt. It is made of a soft, comfortable fabric and is perfect for school or casual wear. The dress is available in a variety of colors and patterns. For more information, see Page 44.

31 P 8634—Shipping weight, each 1 pound 4 ounces. \$3.98

For Junior Jury Polo Coat, 1941 Model see Page 7
For Junior Jury Plaid, Two-Piece Outfit see Page 9
For Junior Jury Cotton Dresses, see Page 92.

Are You a Junior?

Here are the measurements which show who he or she you can wear Junior Sizes. Remember it is not a question of age but of size. If you are a Junior, you will find many of the measurements in this list. If your measurements fit these, you are a Junior. Page 44 explains how to take these measurements.

Your Measurements Tell

Size	11	13	15	17	19
Bust	29	31	33	35	37 inches
Waist	24	25½	26½	28½	30½ inches
Hips	32½	34½	36½	38½	40½ inches
Length	41	42	42½	43	44 inches

Length from back of neck to hem of skirt

For Junior Jury Accessories, see items marked with checks, Page 98 to 100 and 112 to 121
For Junior Jury Slips and Pajamas, see Page 178.



Juniors Say "These Coats Stay in Style"

Becoming Cozy Right for every occasion of All Wool Fleece Hooded
Classic Furred Linings guaranteed for 2 years warm interlinings



A



B



C

④ Hood for Glamour

\$11.98

Cash
\$2.00 Down

We've named this for you because it's so stylish and so warm. It's a classic in design, with a hood, a large collar, and a belt. It's made of all wool fleece, and it's guaranteed for 2 years. It's the perfect coat for the winter. It's a classic in design, with a hood, a large collar, and a belt. It's made of all wool fleece, and it's guaranteed for 2 years. It's the perfect coat for the winter.

17 F 7675 \$2 Down Cash \$1.98

⑥ Coachman Style

\$9.98

Cash
\$2.00 Down

How the coachman style is so stylish and so warm. It's a classic in design, with a hood, a large collar, and a belt. It's made of all wool fleece, and it's guaranteed for 2 years. It's the perfect coat for the winter. It's a classic in design, with a hood, a large collar, and a belt. It's made of all wool fleece, and it's guaranteed for 2 years. It's the perfect coat for the winter.

17 F 7676 \$2 Down Cash \$9.98

⑧ Lustrous Fur Collar

\$12.98

Cash
\$2.00 Down

How the lustrous fur collar is so stylish and so warm. It's a classic in design, with a hood, a large collar, and a belt. It's made of all wool fleece, and it's guaranteed for 2 years. It's the perfect coat for the winter. It's a classic in design, with a hood, a large collar, and a belt. It's made of all wool fleece, and it's guaranteed for 2 years. It's the perfect coat for the winter.

17 F 7678 \$2 Down Cash \$12.98

Easy Payments Available

Here's your chance, Juniors. Why not take advantage of Sears-Roebuck's Easy Payment Plan? Why not plan to buy the things you want and pay for them by the plan? Pay cash if you can, but if you can't have the money all at once, get it in your own time. The Inside Back Cover and learn how you may pay a little at a time or if you can't.

Satisfaction Guaranteed

Everything in this great catalog is guaranteed satisfactory or your money back. This policy is the great business of Sears-Roebuck is founded.

"Tweeds—Always Right!" Says the Jury

"All day All year Wear a Tweed coat or suit and you're well dressed and for all round use, a hooded reversible"



① Gaily Flecked

My All-Weather Tweeping suit goes everywhere! The 7-button, double-breasted jacket, with its snug waist, large breast pockets and trim collar, is lined with Rayon Taffeta. And the separate waistband skirt has four pockets for versatile flare and the Crown zip pocket makes a snug closing.
Colors: Wine Mixture or Teal Blue Mixture
Juniors' Size Range: 13 to 17, 19. State size and color, see Size Scale at right. Shipping weight, 2 pounds 10 ounces.
17 F 7575 \$7.98

\$7.98

② Pet Plaid Reefer

"Just look at the cunning real-appeal breast pockets in my warm Plaid Tweed Reefers!" And while you're about it, look at the two front pleats in the flared skirt or coat the broad shoulders and flared hem—a fitting guarantee for two years more you! This fabric is heavy, warm, business-Rayon Interlined.
Colors: Wine and Blue or Oatmeal and Brown-Plaid
Juniors' Size Range: 11, 13, 15, 17, 19. State size and color, see Size Scale at right. Shipping weight, 4 pounds, 11 ounces.
17 F 7660 \$2 Down Cash \$9.98

\$9.98

③ Two Coats in One!

"I really could not live without my reversible reefer! With or without the hood it protects and flatters me. It's not just a fast weather friend, it's a foe for storm and wind too. Guaranteed 50% Warm Tweed (as in Rayon) on one side. Natural Cotton Casardine on the other with the famous DuPont Zeiss finish making it water repellent, spot and perspiration resistant.
Colors: Wine and Beige. Two-tone Blue or Black and Gray Mixtures
Juniors' Size Range: 11, 13, 15, 17, 19. State size and color, see Size Scale at right. Shipping weight, 4 lbs., 7 oz.
17 F 7682—\$2 Down Cash \$9.98

\$9.98

MEASURE—to get a Good Fit.

Page 44C explains the best and quickest way to use Size Scale below. Read Page 44C before ordering.

Size Scale for Juniors' Coats					
Sizes:	11	13	15	17	19
Bust:	29	31	33	35	37 in.
Waist:	24	25½	26½	28½	30½ in.
Hips:	32½	34½	36½	38½	40½ in.
Length:	41½	42½	43	43½	44½ in.

Size Scale for Juniors' Suits					
Sizes:	11	13	15	17	19
Bust:	29	31	33	35	37 in.
Waist:	24	25½	26½	28½	30½ in.
Hips:	32½	34½	36½	38½	40½ in.
Skirt length:	25	25	26	27	27 in.

Skirt lengths are measured down the center back from bottom of belt to bottom of hem.



JUNIORS—

Read about the advantages of the
Sears-Roebuck Easy Payment plan—
It's described on Inside Back Cover



The Junior Jury says "Variety"

"We girls like to have plenty to choose from and we want
good wearable styles . . . warm fabrics . . . prices we can afford"

ⓐ Make Believe

\$12.98
Cash \$12.98
\$2 Down
"My new coat is of a clever design that's made to look like Persian Lamb fur! It's 44", W. and has a face on a sturdy Cotton back. I has swank padded shoulders, flare at the hem collar, slot pockets, and a neat belt. My new Rayon Taffeta lining gives it a warm, interesting touch. Gray Mixture or Black Juniors Size Range 11-13-15-17-19. State size and color. See scale Page 31. Shipping wt. 6 lbs. 12 oz.
17 F 7684 . . . \$2 Down; Cash \$12.98

ⓑ Purse Proud

\$7.98
Cash \$7.98
"A yummy sweater and shoulder strap pocket book, both of an All Wool color checked Her ringbone Tweed. Single-breasted coat with flared skirt, tipped-in waist. Velvet-trimmed, lined in Rayon Taffeta. Warmly lined. A matched pair that makes em stare!"
Colors: Wine Mixture or Blue Mixture
Juniors' Size Range: 11-13-15-17-19. State size and color. See scale. Page 31. Shipping weight, 5 lbs. 2 oz.
17 F 7685 . . . \$7.98

ⓒ Two in One

\$6.98
Cash \$6.98
"Think of life without revers! I can't for I wear this best to everywhere! Colorful Plaid '67% Wool, balance Rayon with great pocket on the Plaid side, water-repellent Natural Tan (50% Polyester) on the other. In a variety of colors. I think it's a wonder value!"
Juniors' Size Range: 11-13-15-17-19. State size and color. See scale on Page 31. Shipping weight 4 pounds 5 ounces.
17 F 7686 Navy and Red Plaid only . . . \$6.98

ⓓ Budget Beauty

\$4.98
Cash \$4.98
"The things I most admire in my winter coat are the swing skirt and stitined lapels. But I am not beating the double-breasted style, or the Wool fleece fabric!" (65% Wool, bal. Rayon and Cotton.) Rayon Taffeta lining. Warm interlining.
Colors: Dark Wine 417, Bunker's Gray 871, or Dark Teal Blue 669
Juniors' Size Range: 11-13-15-17-19. State size and color. See scale. Page 31. Shipping wt., 4 lbs. 10 oz.
17 F 7686 . . . \$4.98



So young and trim looking they go anywhere, anytime
Always look right . . . these are our three favorite fabrics

\$798
Each

"Have you ever seen any thing
sadder than my new an-
nual? Just see the bright
bits in the remembrance pictures.
You never grow in, he are
in and - to let - I am
them to give them that I
I am here in the new
you are so much you
you must say I am
You made Florence with a
I will say usually in the
Colors Medium Coat Blue,
But Grape Wine the very
Sun set Range 1 to 1
It is the one you see
See on Page 1

17 F 7490 300000
weight 5 pounds 1 ounce 87.98

[illegible]

Yolo Langley of Putnam, New York,
 says: "I have known a few because
 I work on a farm near by be-
 cause with a lot of the Ten in my
 tongue is a 'W'. So I have had an
 opportunity to look at them and is
 what I thought they were. The
 name of the famous Rays
 on both sides and under at a
 warm interlocking Velveteen match
 and some of the high bread
 pockets flared out like a glove in
 a and well you see the pipe
 was in and broke through the
 case Black or Dark Orange Wine 46.
 I have seen these 12, 13, 15, 1, 19.
 See the and over see the scale.
 Page 31

7 F 7694 40 spring weight
 4 pounds 1 ounce \$7.98

Garments on these two pages shipped fr. to our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or to the garment company, or to the nearest New York City pay page only from nearest Mail Order House. Color numbers refer to our Graph in How to Order Section in back of book.



The Junior Jury says—"More Color"

"Hoods are good... bright shiny embroidery is exciting
We like 2-piece dresses... We're happy in pastels"

© "Two Timer"

"Just look at the girl embroidery! Exciting on the front of this two piece Celeste Rayon Pebble Crepe dress. The skirt is snugly fitted with a Cr. w. right up the front! The contrasting colored skirt is divinely flared. My dearest date dress! And no wonder!"

Colors: Aqua Blue top or Pastel Rose top, each with Black skirt.
Junior's Size Range: 11, 13, 15, 17, 19. State size and color. Size Scale Page 38. Shipping weight, 1 pound 6 ounces.

31 F 8600 . . . \$3.98

© "Angel Baby"

"I adore this soft not too fancy dress. I was the new long waistline and a dainty skirt. It was lovely. It has the back with Crown zip neck, ring and pocket. It's made of Tealite Spun Rayon and 50% fine Tealite Rayon, which makes it look and feel like wool. Story on Page 30."

Colors: Misty Rose as shown, M's Aqua Blue or Royal Blue 369.
Junior's Size Range: 11, 13, 15, 17, 19. State size and color. Size Scale Page 38. Shipping weight, 1 lb. 6 oz.

31 F 8602 . . . \$3.98

© "Campus Star"

"I couldn't resist this softly fitted dress. Just see the neat bloused top with its pocket, the tabs. The wrap skirt and set in belt for smooth waistline. The sash ties in front or back. Long sleeves for this gift buttons for gloves. Beautiful colors in dark Spun Rayon, 20% fine Tealite Rayon." (See Page 50)

Colors: Dark Card Blue, Scarlet or Henna Rust 265.
Junior's Size Range: 11, 13, 15, 17, 19. State size and color. Size Scale Page 38. Shipping weight, 1 lb. 4 oz.

31 F 8604 . . . \$2.98

© "Hood Winker"

Exciting Celine of Little Rock. A Kansas school girl's "Bright with Black" dress. The hooded button-front jacket is Spun Rayon, and 20% fine Tealite Rayon. The front full skirt printed Spun Rayon. Lustrous contrast. Image color any color. Colors: Scarlet or Henna Rust 265. Green jacket each with Black and White Check skirt.

Junior's Size Range: 11, 13, 15, 17, 19. State size and color. See size scale on Page 38. Shipping weight, each, 1 lb. 4 oz.

31 F 8606 . . . \$3.98

Use a Colorhelm to learn exciting new color combinations. See Page 47

Garments on these two pages shipped from our Fashion Headquarters. Send your order to nearest Mail Order House or for these garments alone you may send order directly to New York. You pay postage only from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section at back of book.

\$198 2 for **\$388**
Each

A woman is shown from the waist up, wearing a dark, patterned, long-sleeved dress with a high collar. She is also wearing a matching dark hat. She is holding a small object in her right hand. A small circular label with the letter 'A' is visible near her feet.

Ⓐ

8

©

Ⓟ

⑤

JUN 22 5:00 PM 11 13, 15,
 1 10 11 12 13 14 15 16
 Fagin 3H Shpg w ea 10 12
 7 F 6200 Red and Blue Plaid
 7 F 6201 Green and
 Black Plaid \$1.98

[illegible]

Luncheon Nap Rings 11 13
 2 x 4 only - no 22" size
 16" x 22" 38 shipping
 weight each 1 to 4 oz.
 YF-02 x Red, Green
 and Navy Paid o. **\$1.98**

Laurie - Home 1-13,
1-1 only note also note
Note Page 84. wh. ing
weight again 1 (signed)
7 F6209 4 sets Note
7 F620 4 page Note
7 F6211 Laurie.
Loree 67 \$1.98

15 19 Scale a 13
 Scale Page 48 400 mg
 weight each 100 g
 2 F6212 Red and
 Bay Check
 2 F6213 Green and
 Black Check **\$1.98**

The Junior Jury Is Thrifty

Charming fashions for dressing-up Smart as a whip
and pretty as a picture... Save on one, more on two.
Available on Easy Payments... See Inside Back Cover

\$1.98 2 for
Each **\$3.88**



Ⓕ "The blouse front, revers and cuffs of this jet colored effect dress are... A Rayon French Crepe The revers and Rayon at wrist. Rayon Rayon see Page 38. Full skirt shiny jet snap placket. Colors: Grape. Available with Blue and White or Navy and Red and White dots. Junior. Range 12-15. Size scale, Page 38. Shpg. wt. 1 lb. 2 oz. **7F6218 \$1.98**

Ⓖ "I was swept off my feet by this... White Rayon with... an... the waist. White. A... 12-15. Size scale, Page 38. Shpg. wt. 1 lb. 2 oz. **7F6222 Royal 569 \$1.98**

Ⓗ "When I want to look especially... Navy Blue... Rayon... 12-15. Size scale, Page 38. Shpg. wt. 1 lb. 2 oz. **7F6224 \$1.98**

Ⓙ "I love the white Cotton... Navy Blue... Rayon... 12-15. Size scale, Page 38. Shpg. wt. 1 lb. 2 oz. **7F6227 Royal Blue 569 \$1.98**

Ⓝ "My favorite two-piece with... Navy Blue... Rayon... 12-15. Size scale, Page 38. Shpg. wt. 1 lb. 2 oz. **7F6230 569 \$1.98**

A vintage fashion illustration of a woman in a 1930s-style dress and hat, holding a cane, with a small dog at her feet. The word "Around" is partially visible at the top right.

A vintage, sepia-toned photograph of a woman standing and smiling. She is wearing a dark, patterned dress with a wide, matching shawl or cardigan draped over her shoulders. The pattern on the clothing appears to be a geometric or plaid design. She is holding a small, dark object in her right hand. The background is a plain, light-colored wall.

A sepia-toned photograph of a woman standing in a room. She is wearing a dark, long-sleeved dress with a high collar and a wide belt. The dress has a full skirt. In the bottom right corner, there is a small inset image showing a similar dress design, possibly a pattern or a smaller version of the same dress. The background is a simple room with a wall and a door.

\$498 All my one day Rite...
D... M...
Jun... have...
... New...
I see all at...
I thought... Made...
500 June...
See Page... Pa...
He... Jun...
17 ...

[illegible]

\$3.98 **2 PHONO**
 Having the A two piece set of horns for
 you in this price. The 5" and 10" type
 under a 12" 60" open Rayon and
 40" X 10" Wood Note woudly singora
 time the word jacket. The horn is nicely flared
 I can wear it properly right through in any
 tone. Dark Green Blue 60" Briggs Red 313
 Navy Blue to Pinkish Rose 321
 Lengths: 13, 15, 17, 19. State size.
 cases. Size scale below
31 F 6672 Shipping weight, 1 lb. 12 oz. **\$3.98**

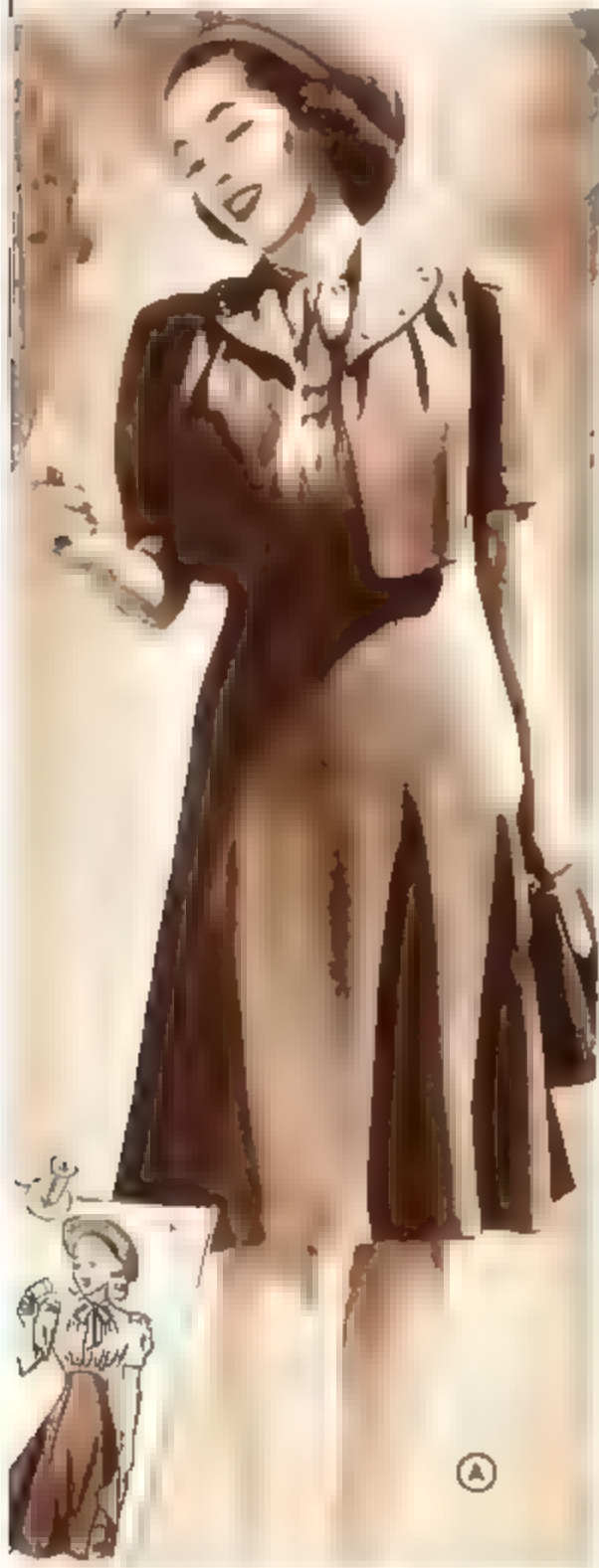
31 F 6677 Shipping weight 1 lb. 12 oz. \$3.00

to get a **business**

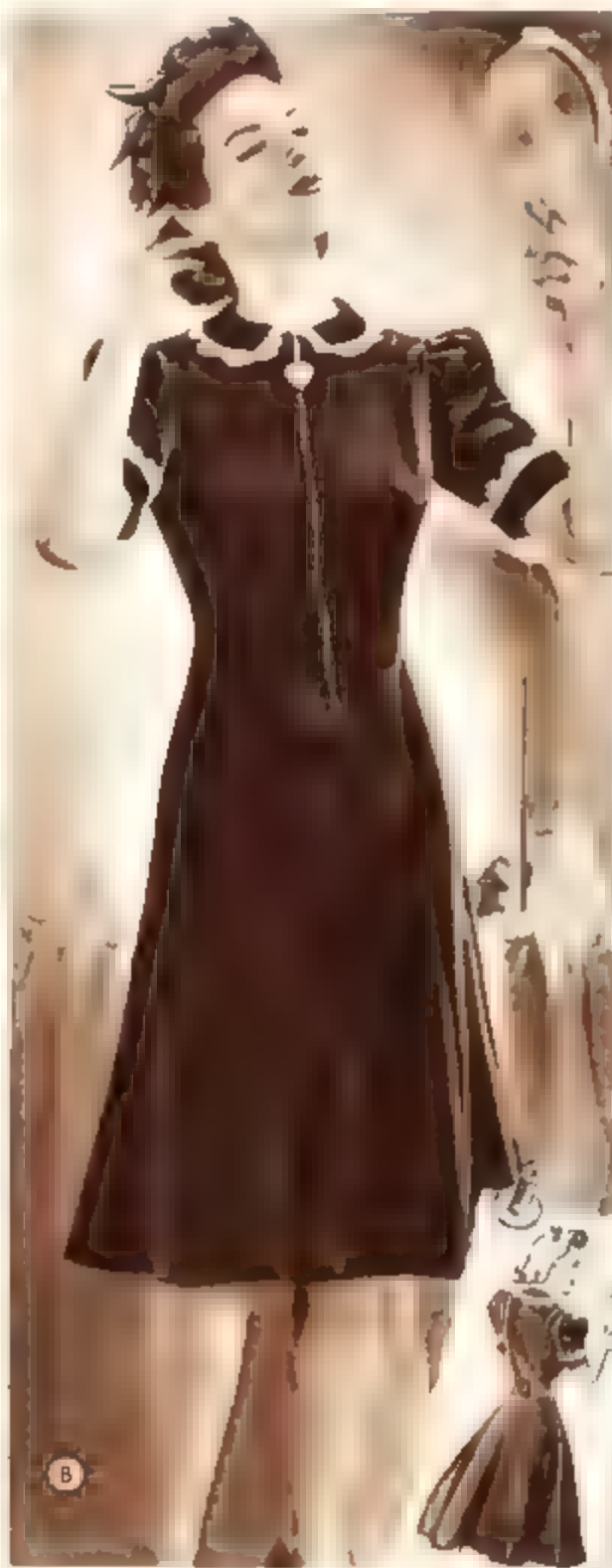
When you have taken measurements under size (hat
... ..
... ..
... ..

To Dress You Smartly From Morn to Midnight

The Junior Jury agrees "It pays to have the prettiest dresses you can find for dates or dancing . . . afternoon types or formals"



(A)



(B)



(C)

ⓐ Pretty Bolero

This versatile dress with its separate bolero is just right for most any occasion. The collar of the perky jacket is neatly trimmed, the high-waisted skirt of the one-piece dress is the same material as the bolero. Celanese Rayon Petite Crepe, the sheer blouse is Au Rayon Châlon. Tie back wash, Crown slip pocket. A dress for going places.
Colors: Navy with Open or Black with Raspberry Juniors Size Range 11-13, 15-17, 19. State size color. Size Scale opposite page. Shipping weight: 1 pound 2 ounces.
31 F 8614 . . . \$3.98

ⓑ Dater's Dream

"For an extra special date I wear this lustrous, deep-pured velvet princess. It slips down the front to below my waist in a most charming manner and here is a lacing heart-shaped locket-pull on the crown slip. Beautiful handmade tricot-type cotton lace from the collar and sleeves. The price is amazingly low. The queen's velvet.
Colors: Grape Wine, Black or Royal Blue Juniors Size Range 11-13, 15, 17-19. State size color. Size Scale opposite page. Shipping weight: 1 pound 4 ounces.
31 F 8616 . . . \$4.98

ⓒ Hollywood Glamour

Auntie Thats of Hollywood suggests a smoothie evening dress with girl threaded embroidery on the Crown up-jacket. This jacket fits like a dream over the complete evening dress. The skirt is perfect on a lustrous floor. Without the jacket, the dress is formal. The luxurious fabric is Celanese Rayon crepe. A dress rich and deeply pressed.
Colors: Aqua Blue 675, White or Scarlet Red 31. Juniors Size Range 11-13, 15, 17-19. State size color. Size Scale opposite page. Shipping weight: 1 pound 10 ounces.
31 F 8618 . . . \$6.98

Garments on these two pages come from our New York Fashion Headquarters. Send your order to nearest Mail Order House or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.



"We Love a Bargain!" Juniors Declare

\$2.98
Each

"Some of us work . . . some stay home . . . but we all appreciate smart fashions and Sears-Roebuck values!"

Ⓐ

Ⓐ Slim Princess

Young Lady's Slim Princess dress is a simple, elegant design with a high neckline and long sleeves. It features a subtle floral pattern and a full skirt. The dress is made of a soft, flowing fabric and is perfect for a variety of occasions.

Junior's Size Range 11-13, 15-17
Shipp. weight 1 lb. 8 oz.
21 F 8620 **\$2.98**

Ⓑ Pussy Cat Bow

No. 1 haven't inherited a fortune - but they still enjoy the luxury of a fine dress. This Pussy Cat Bow dress is a perfect example of that. It features a high neckline and long sleeves, with a full skirt and a subtle floral pattern. The dress is made of a soft, flowing fabric and is perfect for a variety of occasions.

Junior's Size Range 11-13, 15-17
Shipp. weight 1 lb. 8 oz.
21 F 8622 **\$2.98**

Ⓒ Cookie Cut-up

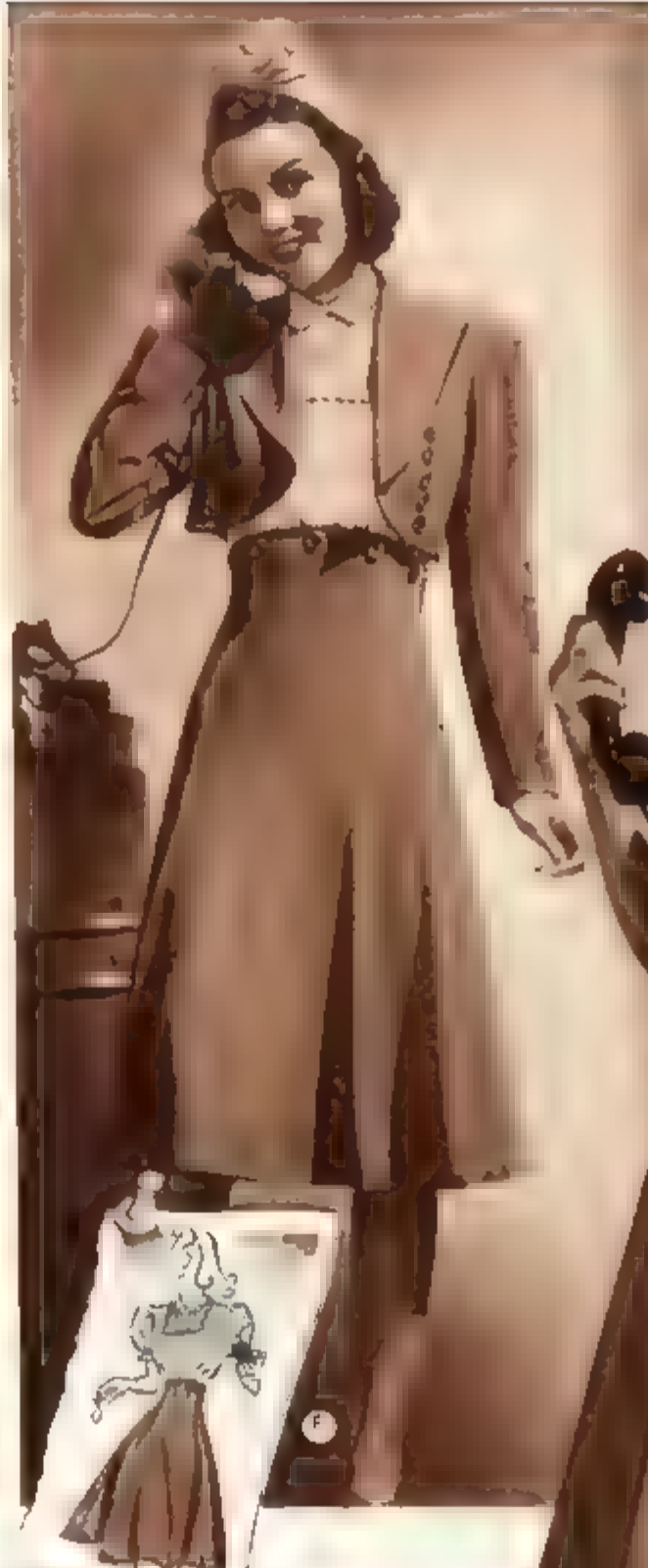
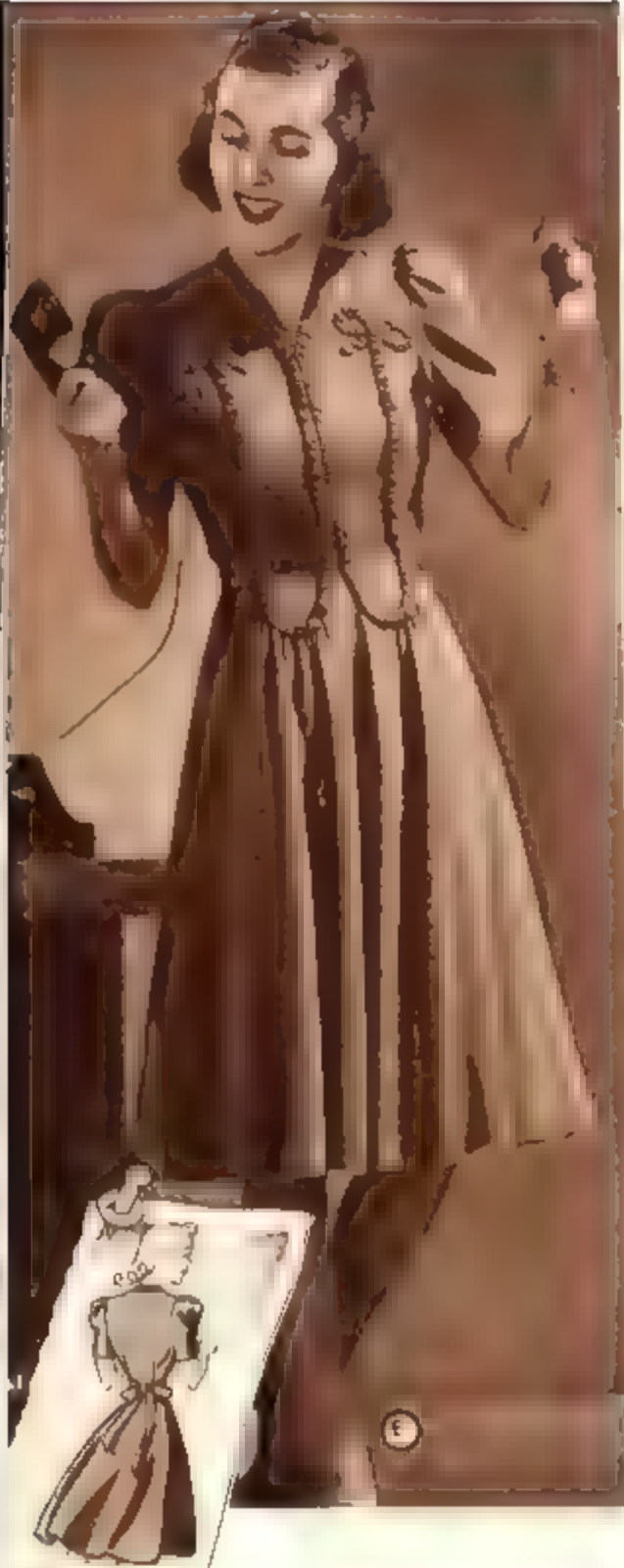
"I go for this two-piece smoothing suit just because it's so smart. It's a perfect example of that. It features a high neckline and long sleeves, with a full skirt and a subtle floral pattern. The dress is made of a soft, flowing fabric and is perfect for a variety of occasions.

Junior's Size Range 11-13, 15-17
Shipp. weight 1 lb. 4 oz.
21 F 8624 **\$2.98**

Ⓓ Speed Queen

"If you want all the ideas of a smart woman, look no further. This Speed Queen dress is a perfect example of that. It features a high neckline and long sleeves, with a full skirt and a subtle floral pattern. The dress is made of a soft, flowing fabric and is perfect for a variety of occasions.

Junior's Size Range 11-13, 15-17
Shipp. weight 1 lb. 8 oz.
21 F 8626 **\$2.98**



"It's a Date!" Says the Jury

North or South, East or West, every Junior wants her dresses on party lines to be "as pretty as possible"

① Design for Dates

Clara McCann of Miami Beach, Fla., says that she owns a "fine new dress with a simple back and nice hand-work." So here is a simple dress with a charming bow-knot design appliqued on the front. It has the new long look in its sleek-fitting bodice. A Crown zip up the front and a tie-back sash for trim fit. The skirt is very flared. Our best Celanese Rayon Pehble Crepe.

\$3.98

Colors: Laurel Green 767, Aqua Blue 676, Persian Rose 323, or Grape Wine 46.

Junior Size Range: 11, 13, 15, 17, 19. State size and color, Size Scale, Page 38. Shipping weight, 1 pound 6 ounces.

31 F 8628 . . . \$3.98

② Pretty and Perky

Leona McIntosh of Lawrence, Mass., suggests a "dress with long sleeves." The perky bodice of this jacket-and-dress outfit has long sleeves, the navy blue long sleeve blouse with its embroidered organza yoke has short ones. The crown but sporty skirt and jacket are made of Celanese Rayon Crepe. The dress is daring all by itself—the jacket will go with other clothes. Crown zip dress placket. A wonderfully useful outfit.

\$5.98

Colors: Black, Grape Wine 46, or Navy Blue with blouse of white Cotton lace and embroidered organza.

Junior Size Range: 11, 13, 15, 17, 19. State size and color, Size Scale, Page 38. Shipping weight, 1 pound 10 ounces.

31 F 8630 . . . \$5.98

③ "Upsa-daisy!" Dress

A round neck and a skirt with gulle are style features Louise Shulman of New Orleans wants in a party occasion dress. The neckline flatters the skirt moves in flaring folds in the skirt. It's clever neckline and matching color daisy-embroidering, and lots of tiny tucks on the young yoke and big pockets. Made of Celanese Rayon Crepe. A fine Alpaca-type fabric. Crown zip closing at back of neck and placket.

\$5.98

Colors: Black, Dark Cadet Blue 621 or Persian Rose 323.

Junior Size Range: 11, 13, 15, 17, 19. State size and color, see Size Scale on Page 38. Shipping weight, 1 pound 6 ounces.

31 F 8632 . . . \$5.98

The Junior Jury Votes for Blouses and Skirts

They make a wardrobe twice as big... Ten times as interesting



"Little Audrey"

\$1.29 When I want to be real I wear this fine Rayon Pique Crepe blouse. You can see the stitching and look I can do anything on what I'm wearing. I am of medium build. Wear it with a skirt. Size 12. Bust 30. Waist 26. Length 30. Shipping weight, 5 oz. **\$1.29**

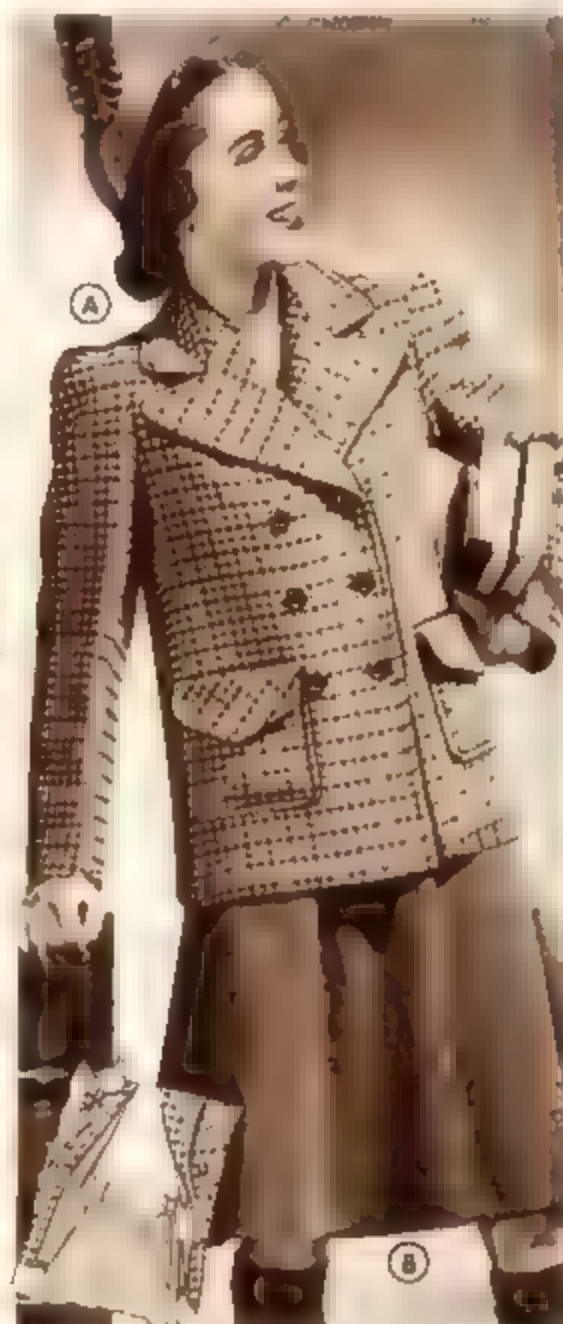
Sleek Slim Slick

\$1.00 "See my fine Rayon Jersey blouse? The waist band is Easter striped which makes me look 30 years younger. I can wear it with any skirt. Color White or Scarlet. Size 12. Bust 30. Waist 26. Length 30. Shipping weight, 5 oz. **\$1.00**

Also in Fine, Soft Rayon Suede **\$1.00**

Designed for Oomph

\$1.00 "Hush, hush give my fine Rayon Taffeta blouse! It's gaily checked; has puff sleeves and a shirred shoulder. Collar has pointed edge, pockets have rows of pleats. Half the women at the front of the class are wearing it. Pretty enough for any school. Colors: Red and White or Navy and White check. Bust Sizes 8, 10, 12, 14, 16, 18, 20. Shipping weight, 5 ounces. **\$1.00**



Like Brother's!

\$3.98 A fine All Wool Padded Tweed Jacket at a value price! It fits divinely, has notched lapels, button flap pockets, padded shoulders. Full lined with Navy Blue. Abt 23 in. long. Colors: Brown and Green Plaid or Blue and Blue Plaid. Size Range: 12 to 19. Shipping weight, 1 lb. 12 oz. **\$3.98**

Sailor Boy Skirt

\$2.19 "The wide yoke on this fine All Wool Flannel skirt fits in a way that makes me look very young. There are 12 buttons in front for lots of fun! Crown zip placket." Colors: Navy, Cadet Blue 575 or Bright Red. Size Range: 12 to 19. Shipping weight, 1 pound. **\$2.19**

Hug-Me-Waistband

\$1.98 "My new flared skirt has a lovely back waistband which makes me look young and always looks just as I want it to. 5 pockets on fine All Wool Flannel." Colors: Navy, Grape, White or Hickey Blue. Size Range: 12 to 19. Shipping weight, 1 lb. 12 oz. **\$1.98**

Also in Fine All Rayon Corduroy **\$1.59**

Check Coat, Corduroy Skirt

\$5.48 "This is my 'little boy' cooler jacket in fine All Wool Tweed with a new busy all-over pattern. It's a real warm, wide notched lapels, padded shoulders, button flap pockets, and a full lined. Colors: Navy and White or Navy and White check. Size Range: 11 to 19. Shipping weight, 2 lb. 14 oz. **\$5.48**

\$1.98 "Swing skirt for the new Rayon Corduroy. Four pockets, a full lined. Colors: Navy and White or Navy and White check. Size Range: 12 to 19. Shipping weight, 1 lb. 12 oz. **\$1.98**

Juniors Size Scale for Two-Piece Outfits, Jackets and Skirts

Figures below are Body Measurements

Size	13	15	17	19
Bust	29	33	35	37
Waist	24	28 1/2	28 1/2	30
Hips	32 1/2	36 1/2	38 1/2	40 1/2
Skirt length Abt	25	25	26	27

Skirt length measured down the center back from waistline to bottom of hem.

The Young Set Calls These "Good Mixers"

The Junior Jury says "Slacks, Skirts, Jackets . . . Fun to Own . . . Smart to Wear"



Classic Shirt

"2-way collar, long sleeves in front, All Wool Flannel Prince Charles Clan Plaid" (illustrated in color on Page 66) Cut long—see small view
Bust Size: 30, 32, 34, 36, 38 in. **State size.** Shipping weight 13 ounces.
47 F 3300 M. Navy, Red, and Green Plaid **\$2.98**

New Jumper

"My Corduroy princess jumper has 6 gores in the flared skirt. Or wear up up the back 2 big pockets and a separate leather-like belt.
Colors: Bright Red 313 Soft Green, or Navy
Juniors' Size Range: 11, 13, 15, 17, 19 **State size.** **color.** **Size Scale** opposite page 38.
Shpg. wt., 1 lb. 1 oz.
47 F 3704 **\$2.98**

2 Fine Fabrics

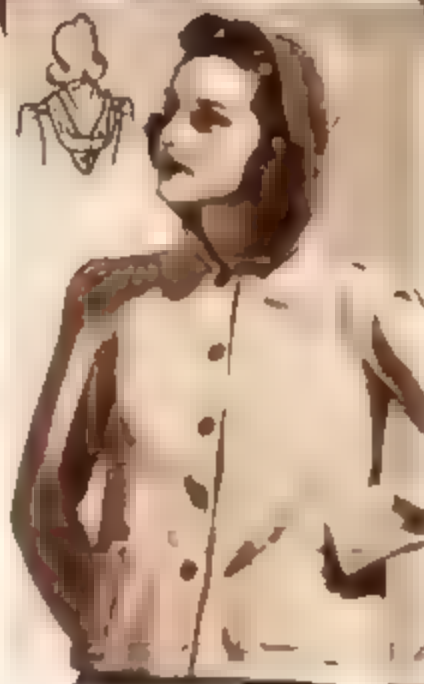
"Just look at my pert gundams suit of fine 2-Pt. Flannel. All Wool Flannel or Velveteen, with its 12 bright gilt buttons, forming a double-breasted effect and two little tabs that look just like pockets! It's very fitted and—by shoulders are impressively square! The skirt has four gores for flare and a trim waist band and a smooth snapper placket! Wear each piece separately!" (Jacket length about 15 inches.)
Juniors' Size Range: 11, 13, 15, 17, 19. **State size.** **color.** **Size Scale** opposite page. Shipping weight 1 pound 10 ounces.
All Wool Flannel
47 F 3701 Bright Red 313 Jacket Bright Navy skirt also 313 **\$3.98**
Bright Navy Blue
Velveteen
47 F 3703 Bright Red 313 Jacket with Black skirt, also All Medium Green **\$4.98**

Sweater News

"I collect sweaters, and I love one that looks 'different', so the deep V that's knit into this All Wool Zephyr made me fall for it at once. I like its square collar flatter neck line and puff sleeves, too.
Even Size: 32 to 40-in. bust
State size. **Shpg. wt., 10 oz.**
38 F 7312 Henna Rust 265.
38 F 7313 Open Blue 67.
Each **\$1.00**

Swing Skirt

"My darling new skirt has a 12-button front closing 4 swing gores leather-like belt and a velvet flap pocket. We captured a fine All Wool Flannel.
Colors: Laurel Green 767 Black or Navy
Juniors' Size Range: 11, 13, 15, 17, 19 **State size.** **color.** **Size Scale** opposite page. Shipping weight 15 ounces.
77 F 3430 **\$1.98**



Doris Moore, of Wisconsin, calls a loose hooded jacket "serviceable and good-looking." Fine soft Rayon-Ronde Hood is lined with contrasting Spun Rayon. Thins suggests such a jacket over a plaid skirt see Page 9. You can wear it tucked in like a blouse. I like the **Colors:** Tau 123 with Rust Brown or Bright Red 313 with Navy.
Juniors' Size Range: 11, 13, 15, 17, 19 **State size.** **color.** **Size Scale** on opposite page.
77 F 3343 Shpg. wt. 1 lb. 6 oz. **\$1.59**

Sold Separately

"Corduroy slacks and the big crane! No wonder when they are as good looking as this!" The heavy jacket has leather buttons, big patch pockets to hold every thing, and a gabled shoulder yoke in back. Our famous 1-51 slacks have a fitted waistband and leather belt. They are finished with cuff-mittens have a crown up closing. Jacket length 25 in. Fine quality medium Wale Corduroy.
Colors: Bright Red 313 or Hickey Green 763 **Juniors' Size Range:** 11, 13, 15, 17, 19. **Slack length:** 41, 41, 42, 42, 42 in. (Measured on outside from natural waistline to ankle.) **State size.** **color.**
2-Piece Outfit
47 F 3705 Shpg. wt. 2 lbs 8 oz. **\$4.69**
Jacket Only
47 F 3708 Shpg. wt. 1 lb 6 oz. **\$2.59**
Slacks Only
47 F 3709 Shpg. wt. 1 lb 4 oz. **\$2.39**



The Junior Jury Is Mad About "Mix-Ups"

"Last but far from least," say Juniors, "a girl has got to have separates like these to keep her clothes from ever being boring"

Where to Send Order
 Garments on these two pages marked with triangle ▲ are shipped from our Fashion Head quarters in New York City. Send your order to nearest Mail Order House or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.
 Color numbers refer to Color-Graph in How to Order section in back of book.

44 SEARS, ROEBUCK & CO.

Double Duty
\$4.98 1-Pc. All Wool Jersey
\$2.98 2-Pc. Sport Rayon
 Here's my best looking, most practical outfit I have in fine All Wool Jersey but it won't wear in Spain Rayon I can and do wear each piece with others. The blouse buttons down the front waistband gives a soft bow. There's a front and back shoulder yoke and insert strip. The skirt has mark from fullness, 2 pockets, 4 gored in back and a covered top placket.
 Juniors Size Range 1 13, 15, 17, 19. State size color, size wide. Page 42. Shipping weight, each outfit, 1 pound 4 ounces.
 Fine All Wool Jersey
 ▲ 7 F 3675 - Color Blue 5 or Beige 23 **\$4.98**
 Fine Soft Spun Rayon Mixure
 ▲ 7 F 3677 - Beige Navy or Pastel Rose **\$2.98**

Highland Swing
\$1.98 Plaid
 "Good-looking plaid, eh? I'm my personal using bit of fine Bad Wool in Rayon and Cotton with a natural deer leather-like belt drawn through the loops in the waistband. Crown top pocket. Juniors Size Range 1 13, 15, 17, 19. State size color, size wide. Page 42. Shipping wt. 13 oz.
 77 F 3433 - Gray Black and Red Plaid **\$1.98**
 Also in Fine Rayon Gabardine
 77 F 3434 - Cadet Blue 5 or Beige 123. Shipping wt. 13 oz. **\$1.39**

Rayon Suede Blouse
\$1.29
 "There's some thing very appealing about this waistband blouse with bright embroidery on the patch pocket. Long sleeves. I can push up all I please.
 Colors: Pastel Rose 325, Capin 607 or Beige 234. Bust 30 to 33, 35. 3 in. State size color. Page 42. Shipping wt. 13 oz. **\$1.29**

Pockets Detach
\$1.98
 These detachable pockets are sewn on like separate leather like belt of my 4-gored fine All Wool Flannel skirt and a wide waistband where I want to leave them off. Crown top pocket.
 Colors: Navy Black or Gray, or Capin Juniors Size Range 1 13, 15, 17, 19. State size color, size wide. Page 42. Shipping wt. 15 oz.
 77 F 3436 **\$1.98**

Striped Shirt
\$1.00
 My fine All Rayon French-type Creps waistband blouse is daisy-embroidered. The long sleeves convert to the collar. Beige or Blue with White stripes. Bust 30 to 33, 35. 3 in. State size color. Shipping wt. 6 oz.
 77 F 3 84 **\$1.00**

Your Own Initials!
\$2.29
 "I can wear suspenders or not, see small view, on my lub skirt cause they fasten on with convertible buttons. But on placket 2 more initial's included.
 Juniors Size Range 1 13, 15, 17, 19. State size color, state two initials desired. Size wide. Page 42. Shipping weight, each 1 pound.
 Fine All Wool Flannel
 ▲ 7 F 3405 - Skupper Blue 569, Hockey Green 763, Bright Red 773 or Beige 123 **\$2.29**
 Also in Fine Half Wool Flannel balance Cotton and Rayon
 ▲ 7 F 3406 - Navy or Black **\$1.59**

Jersey Sports Shirt
\$1.98
 "Soft All Wool Jersey makes my new sports shirt. It's cut long, has convertible collar, front and back gathered shoulder yoke. Colors: Navy 311, Beige 123, or Capin 607. Bust sizes 30, 32, 34, 36. 3 in. State size color.
 ▲ 7 F 3302 - Shipping wt. 14 oz. **\$1.98**

Quality Dresses in the Newest Fashions

The longer jacket over a skirt that emphasizes a low hip line . . . The slimmer skirt . . . The new blouse back with a lovely frill . . . Dramatic new dresses you should wear right now!

④ New Long Line

That important slim look last minute news of famous fashion openings, makes this two-piece dress definitely advanced in style, and you'll find it delightfully easy to wear. Put it on as a complete costume in mild weather, use it as your very best dress all Winter under your coat.

There's distinction and quality in every detail fashion news hat you recognize at first glance. The long line jacket has a crisp clean cut look with its squared shoulders, slim long sleeves, moulded body lines and buttoned front. Its high, wide cuffs and pocket trimming are elaborately hand-worked in a beautiful scroll design of self-fabric cording.

It fits to perfection. The waistband skirt falls straight all around in fine pleats below a beautifully cut hip yoke, giving freedom as you walk with slim lines as you stand. It's a real source of great charm, nothing is newer or smarter, you'll enjoy wearing it everywhere, knowing you took your best. Of our best quality Al Rayon Crepe dress a fabric of lovely texture, hat colors and drapes well. Crown of placket.

Colors: Dark Cadet Blue 621 or Black. Misses Size Range 14, 16, 18, 20 only. State size color. Also See Page 441. Suggested retail \$14.98. **▲ 31 F 8650—\$2 Down Cash. \$9.98**

\$9.98
Cash
\$2 Down

⑤ New Blouse Back

You'll lead the fashion parade in this one-piece dress which combines three outstanding fashion features and is made of a superb Al Rayon crepe. First of all, the new blouse back—a style that your favorite fashion magazines are excited about this very minute—a style launched by one of the world's greatest designers an immediate success because it makes you look so young and slim.

Then the wonderful flattery of a froth of white at your throat—a ruffled Peter Pan collar of snowy Rayon Satin, one of the most becoming things you can possibly wear and one of the style hits of the season. It's easy to remove if you want to vary the dress with other neck wear. Last, but far from least, this dress has the new streamlined silhouette—as new as this moment. It is emphasized by the neck-to-hem fly-front button fastening and the gentle, low placed flare in the skirt. There's a detachable self belt with covered buckle.

All this fashion news is yours at an amazingly modest price for such a high quality dress carried out in a mossy textured Al Rayon Crepe with rich, soft ruche which tailors precisely and falls in graceful, flattering lines.

Colors: Navy Blue, Earth Brown 119 or Black. Misses Size Range 14, 16, 18, 20 only. State size, color. Also see Page 441.

▲ 31 F 8652—Suggested retail \$16.98. Cash. \$8.98

\$6.98



Be quick to make these lovely new fashions your own—have them NOW—pay on Easy Terms—see Inside Back Cover for instructions. And remember, everything in this great Catalog is backed by the famous Sears-Roebuck Guarantee of Satisfaction.

You Can Afford the Best!

Sears-Roebuck bring you Three New Fashions in Three Quality Fabrics at a Price you can afford—All available on Easy Terms—All backed by our famous Guarantee

The Soft, Flattering Drape of Rayon Jersey
The Rich Beauty of Crush-Resistant Velvet
The Elegance of Rayon Satin Damask

For Easy Terms. See inside Back Cover



Crush-Resistant Velvet

\$7.98 Velvet gown with long sleeves, high collar, and full skirt. Crush-resistant velvet. Rayon Jersey. Size 12. \$7.98. **11-8655** Made in U.S.A. **\$7.98**

All Rayon Satin Damask

\$7.98 Rayon Satin Damask gown with long sleeves, high collar, and full skirt. All Rayon Satin Damask. Size 12. \$7.98. **11-8658** Made in U.S.A. **\$7.98**

Rayon Jersey Has Charm in Every Gleaming Fold

\$7.98 Rayon Jersey gown with long sleeves, high collar, and full skirt. Rayon Jersey. Size 12. \$7.98. **11-8656** Made in U.S.A. **\$7.98**



Dress-and-Jacket Costumes

Wear them anywhere . . . better dresses, so smart each outfit equals two . . . fine fabric . . . new colors . . . wonder price!

\$6⁹⁵
Each

③ 3-Piece Costume

A young bolero jacket tops a beautifully patterned Cotton and Rayon lace blouse. The separate waistband skirt flares smartly, has Crown zip placket. Fit the separate shirred girdle sleekly about your waist and presto! . . . you have a stunning three-piece costume that can be varied in countless ways. Our finest quality Celanese Rayon Crepe Ariel, a rich, soft-draping fabric. Colors: Black, Navy, Grape Wine 467, each with Pastel Pink Blouse. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color; Scale below.*

31F8662—Shpg. wt., 1 lb. 10 oz. **\$6.95**

③ New Fitted Lines

One of the newest jacket and dress ensembles. Slim fitted, smart longer length jacket accented by exquisite trapunto stitching. White Rayon Bengaline collar over self collar, easily removable. The dress is a wearable, basic-type—smartly simple, with its shirred shoulder yoke and set-in waistline. Gored skirt. Our finest Celanese Rayon Crepe Ariel. Crown zip placket; self belt. Colors: Black, Navy, Grape Wine 467. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color; Scale below.*

31F8664—Shpg. wt., 1 lb. 10 oz. **\$6.95**

③ Lacy Loveliness

This smart young bolero jacket and the charming dress are a happy combination for that completely ensembled look! The jacket is spruced up with face-flattering tinted Cotton lace revers. The dress is shirred at shoulders, neckline and waist for soft feminine fullness. New pockets on skirt! Crown zip placket and back neck closing. Our finest quality Celanese Rayon Crepe Ariel. Colors: Navy or Black with Pink Lace, Moss Green 825 with Beige Lace. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color; Scale below.*

31F8660—Shpg. wt., 1 lb. 10 oz. **\$6.95**



It is worth while to MEASURE to make sure of getting a good FIT

Have Someone Else measure you. If you must measure yourself, do it in front of a mirror. Don't guess your size. Take your measurements each time you order, at ALL figure points listed in Size Scale. Measure over underwear. Hold tape measure tightly, so that it presses lightly into your flesh. Measure Bust around fullest part. Measure Waist around smallest part. Measure Hips around fullest part (7 to 9 in. below waistline). Important measurement, be accurate.

Measure length down center back, from the collar line at your dress to garment hem.

When you have taken these measurements, find your size in the one Size Range correct FOR YOU . . . in the *Misses' Size Range* as shown at right, or to the *Shorter Women's, Stout Women's, Women's or Junior's Size Ranges* shown on other pages. Then check with merchandise description of garment you order, to be sure it comes in your Size Range. Perfect fitting means much—take time to measure.

Your Size is determined by actual body measurements. Make No Allowance, whether you are ordering a coat, dress, or utility garment. If you come between two body sizes, order size smaller.

Size Scale for Misses' Dresses						
Slim:	12	14	16	18	20	22
Bust:	30	32	34	36	38	40 inches
Waist:	24	26	28	30	32	34 inches
Hips:	33	35	37	39	41	43 inches
Length:	42	42½	43½	44	44½	45 inches

For a Glamorous Evening

Ⓐ "Heart Throb"—Jacket Gown

\$4.98

All eyes are on you in this sophisticated young ensemble of our finest, gleaming rich All Rayon Taffeta! Under the tie-front jacket with its fluted self-trimming is a glamour gown with a flattering gathered bodice and a tiny set-in waistline. Tucks at center back give you a smooth slim hipline and release long flowing folds of skirt—a very, very new fashion touch! A happy pair for "dress up" time—wear gown without jacket for your most formal occasions! Colors: Aqua Blue 675, White or Rose 429. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 44C. Length about 59 inches. 31 F 8668—Shipp. wt., 1 lb. 12 oz. \$4.98

Ⓑ "Spotlight"—Taffeta Gown

\$2.98

Be the star of the evening in this striking gown of All Rayon Taffeta, exquisitely shadow-patterned in brocade-effect and adorned with pretty posies. The tip-tilted evening hat to match is pony-trimmed, too! Flattering neckline, high in back—just right in front. Perked-up sleeves, shirred bodice and set-in waistline give your figure that desirable sleek look, and there's a waltz-wide skirt, tie-back sash. Perfect for Bridesmaids, too! Colors: Rose 429, White or Light Blue 651. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 44C. Length about 59 in. 31 F 8668—Shipp. wt., 1 lb. 8 oz. \$2.98

Romantic Evening Accessories

Ⓒ Flower comb clip to tuck in your curls... or if you wish, clip it on your frock or coat lapel! Gardenia with bud and leaves. Choice of Gold color (paper with Cotton backing) or White (Cotton Satin). 88 F 4117—State color, Shipp. wt., 5 oz. 25c

Ⓓ Shimmering evening bag of fine, flexible gold color metal mesh. Folding gate-frame top opens wide... and closes tightly under pretty "powder-box" lid. Size: 3½ x 4 in. Gold color only. 88 F 3668—Shipping weight, 5 ounces \$1.00 Bag and Comb shipped from nearest Mail Order House.

Ⓔ White Fur Jacket with Hood

\$14.98

Let the enchanting velvet-lined hood of this darling jacket frame your face or fall in a cowl collar down your back. Snuggle in the snowy beauty of the luxurious white cone fur! Squared shoulders; smart bracelet length sleeves. Lined with gleaming rayon satin, warmly interlined. Magic at this modest price! The perfect gift! Concealed hook at neck. Length about 18 inches. Misses' Size Range: 12, 14, 16, 18, 20 only. State size; Size Scale, Page 12. Shipp. wt., 2 lbs. 10 oz. 17 F 7744—White only Cash, \$14.98



Dresses and Jacket on these two pages shipped from our New York Fashion Headquarters. Order and pay postage from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section in back of book.

Amazing at This Low Price!
New Fashions in Rayon

Styled like high priced dresses
that are New York favorites
See easy terms, inside back cover

\$2.98
Each



A The new giant plaid in bright colors. All Spun Rayon in a becoming printed plaid makes this simple but smart young dress. New drawstring at waist gives soft front fullness in skirt. Two deep skirt pockets.

Colors: Scarlet Red, Bright Green or Medium Blue; each plaided with Black. *Misses' Size Range:* 14, 16, 18, 20 only. *State size and color; Size Scale, Page 44C.*

31 F 8670—Shipping weight, 1 pound 8 ounces.... \$2.98

B Go-everywhere dress! Expensive-looking smoking on this Celanese Rayon Pebble Crepe dress. New are the bishop sleeves and bloused back. Rows of gilt buttons.

Colors: Dark Cadet Blue, Grape Wine or Black. *Misses' Size Range:* 14, 16, 18, 20, 22 only. *State size and color; Size Scale, Page 44C.*

31 F 8672—Shipping weight, 1 pound 8 ounces.... \$2.98

C Bolero-effect of Celanese Rayon Pebble Crepe. Bright silver colored buttons trim the make-believe bolero, under it gleams a cardigan-necked Rayon Piqué Satin Blouse front! Buckle back belt. Colors: Grape Wine, Black or Dark Cadet Blue 621. *Misses' Size Range:* 14, 16, 18, 20, 22 only. *State size, color; Size Scale, Page 44C.*

31 F 8678—Shipping weight, 1 pound 6 ounces.... \$2.98

D Heads are new! Gay young one-piece hood dress with bright embroidery! It's full skirted and made of a new exciting fabric mixture—Spun Rayon, 20% of which is Teca Rayon (see Page 50) to give it a wool-like texture.

Colors: Kelly Green with Gold, Navy with Red, or Scarlet Red 311 with Navy. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color; Size Scales, Page 44C.*

31 F 8676—Shipping weight, 1 pound 6 ounces.... \$2.98

E New! Pastel Applique. Tiny design applied to the dark Celanese Rayon Pebble Crepe of this 2-piece dress! Fitted top with button trim, new pouchy pockets. Separate waist-band skirt. Colors: Black with Pink dots and trim, Navy with Copen Blue, or Wine with White. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color; Size Scale, Page 44C.*

31 F 8674—Shipping weight, 1 pound 8 ounces.... \$2.98



All Virgin Wool Dresses in the New Light Weights

Quality in every detail—the colors so lovely, the styles so becoming, the wool so soft, so beautifully tailored . . . it's no wonder these dresses are a fashion sensation



Dress With Jacket

\$9.98
Cash
\$2 down

Our finest All Wool Ripple Crepe lends its loveliness to this stunning costume of jacket and dress. Fitted jacket has a black Persian-effect fur fabric collar, jet-type buttons. Under it is a beautifully cut basic-type dress with smart corded shirred yoke, all-round gored skirt, Crown zip placket. Colors: Red jacket with Black dress; or Black jacket, Black dress. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 44C. Shpg. wt., 2 lbs. 6 oz.

31 F 8680 **\$9.98**

Dress in All Rayon Crepe Ariel, All Wool Ripple Crepe Jacket
Shipping weight, 2 lbs. 2 oz.
31 F 8681—Colors above . . . **\$7.98**

Soft Dressy Wool

\$5.98

Our finest All Wool Ripple Crepe, a wonderful quality fabric in a flattering style! See how cleverly the inset band of pleated self material is made to look like a necklace. Hip-slimming tucks end in unpressed pleats on skirt front. Shirred sleeves. Crown zip placket and back neck closing. Colors: Pastel Blue, Pastel Rose 235 or Black. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 44C. Shpg. wt., 1 lb. 8 oz.

31 F 8682 **\$5.98**

Also in All Rayon Tecosha
50% fine Tera Rayon and 50% Spun Rayon. (See Page 50.)
31 F 8683—Colors above . . . **\$3.98**

Two-Piece Dress

\$6.98

Our very finest quality All Wool, woven with soft rabbit's hair! And it's new to wear companion wools as in this all-occasion dress. Fitted checked jacket boasts new triple rows of buttons. Stitched collarless neckline with rounded lapels. Plain color waistband skirt is slit-pleated for flare and fashion. Crown zip placket. Jacket and skirt are grand with other clothes. Colors: Red-Gray-and-Gold checked jacket with a Gray Skirt, or Bright Navy-Wine-and-Green checked jacket with a Wine Skirt. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 44C. Shpg. wt., 2 lbs. 2 oz.

31 F 8684 **\$6.98**

Misses', Women's Sizes

\$4.98

Trimly tailored, classic shirtwaist-type dress with the very newest feminine touches. Everyone can wear it—everyone will want to! Exquisitely finished in our finest quality light-weight All Wool Ripple Crepe. Buttons all the way down, slips on easily. Wear the becoming notched collar open or closed. See the clever bodice detailing! Panel skirt is cut full—won't gap! Colors: Dark Cadet Blue, Grape Wine 467, Henna Rust 265, Teal Blue 605. Misses' Size Range: 14, 16, 18, 20 only; Size Scale, Page 44C. Women's Size Range: 40, 42, 44 only; Size Scale, Page 53. State size, color, Shipping wt., ea., 1 lb. 6 oz.
31 F 8686—Each **\$4.98**

